

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES - SELECTED PROGRAM TYPES

FIRST REPORT FOR SEPTEMBER 1983

EVENING 7:00-11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00 9:00 PM	9:00 11:00 PM(2)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	12.0	14.6	13.1	15.7		14.3	13.0	13.4	12.2	14.6	13.8	11.6	13.1
NO. OF PROGRAMS†	8	9	28	5	1FR	6	27	29	26	37	63	23	86

EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 7:00AM-4:30PM					WEEKEND DAYTIME				
Informational(1)		11:30PM- 1:00AM(4)		Daytime Drama	Quiz & Aud. Partic.(1)	Adult 7:00- 10:00AM	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Child- dren's(1)	Sports		
Once-a-Week	Multi-weekly										Regular	Special(3)	Total(3)
7.8	10.2	4.4	6.9	5.0	3.9	4.9	6.8	6.0	4.6	9.5	5.4	7.9	
3	3	6	13	10	6	14	12	26	36	6	6	12	

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

1FR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 11, 1983

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	NFL MONDAY NIGHT FOOTBALL#	21.9	18,350	10	CHEERS#	17.1	14,330
2	WE GOT IT MADE#	19.4	16,260	11	NBC MONDAY NIGHT MOVIES#	16.5	13,830
3	CBS TUESDAY NIGHT MOVIES#	19.1	16,010	12	THREE'S COMPANY	16.4	13,740
4	TUE MOVIE OF THE WEEK-NBC(S)	18.7	15,670	13	MATT HOUSTON#	16.1	13,490
5	SIMON & SIMON	18.5	15,500	14	MISS TEEN USA(S)	15.9	13,320
6	A TEAM#	18.0	15,000	15	KNIGHT RIDER	15.7	13,160
7	LOVE BOAT#	17.7	14,810	15	LOTTERY#	15.7	13,160
8	MAGNUM, P.I.	17.5	14,670	17	PRIVATE BENJAMIN#	15.5	12,990
9	HILL STREET BLUES#	17.3	14,500	17	THU MOVIE OF THE WEEK-NBC(S)	15.5	12,990

(1) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D																											
FAMILY TIES														LOVE, SIDNEY													
WED. 9.30P 30 NBC CS 2														1 MON. 8.00P 60 NBC CS													
193 181 94 97														171 90													
A 13.4 23 1123														A 12.1 21 1014													
B 13.4 23 1123														B 12.2 22 1022													
FANTASY ISLAND														MAGNUM, P.I.													
2 SAT. 10.00P 60 ABC A 33														THU. 8.00P 60 CBS PD													
207 99														197 181 99 96													
A 14.9 27 1249														A 17.5 31 1467													
B 15.9 30 1332														B 20.4 34 1710													
FRI MOVIE OF THE WEEK-NBC(S)														MAMA'S FAMILY													
179 90														2 THU. 8.30P 30 NBC CS													
A 8.7 17 729														154 88													
A 8.7 17 729														A 13.2 23 1106													
B 8.7 17 729														B 13.3 24 1115													
FR MOVIE OF THE WEEK-NBC(S)														M*A*S*H													
2 FRI. 8.00P 180 NBC FF														1 MON. 9.00P 30 CBS CS													
166 86														154 195 89 99													
A 5.8 11 486														A 14.2 22 1190													
GIMME A BREAK														2 MON. 9.23P 30													
2 THU. 8.00P 30 NBC CS 3														MATT HOUSTON													
157 89														2 FRI. 9.30P 90 ABC PD													
A 10.6 20 888														194 99													
B 11.6 23 972														A 16.1 30 1349													
A 11.6 23 972														B 16.1 30 1349													
GLORIA(B)														MISS TEEN USA(S)													
2 WED. 8.30P 30 CBS CS														1 TUE. 9.00P 123 CBS AC													
130 80														174 94													
A 6.7 12 561														A 15.9 26 1332													
GOODNIGHT, BEANTOWN														MURDER INK(S)													
2 146 197 86 99														2 TUE. 8.00P 60 CBS GD													
A 12.7 23 1064														NBC MAJOR LGE. BSBL-TUE(S)													
B 12.7 23 1064														2 TUE. 8.00P 181 NBC SE													
A 12.7 23 1064														NBC MONDAY NIGHT MOVIES													
HAPPY DAYS														1 MON. 9.00P 120 NBC FF													
1 TUE. 8.00P 30 ABC CS 2														NBC NEWS DIGEST-M-F													
205 166 98 89														228 163 146 84 78													
A 11.5 20 964														A 10.4 18 872													
B 11.5 20 964														A 16.5 27 1383													
HART TO HART														B 16.1 26 1349													
36 207 199 99 99														A 10.0 17 838													
A 14.1 24 1182																											

TUE. 10.00P 60 ABC PD				B	18.3	31	1534	1 M-W 8.58P 1 NBC N	B	11.9	19	997
HEAVYWEIGHT CHAMP. BOXING(S)	200	98	A	11.5	21	964	1 THU. 9.02P 1					
2 SAT. 9.00P 120 NBC SE							1 FRI. 9.04P 1					
HILL STREET BLUES 45	207	99	A	17.3	31	1450	2 MON. 9.37P 1					
2 THU. 10.00P 60 NBC OP			B	17.8	30	1492	2 W & TH 8.58P 1					
IT TAKES TWO 4	206	99	A	10.5	17	880	2 FRI. 9.09P 1					
1 THU. 9.30P 30 ABC CS			B	11.1	19	930	NBC NEWS DIGEST-2-M-F 104	170	169	87	90	
JEFFERSONS 42	144	196	85	99	A	15.0	1 TUE. 9.48P 1 NBC N	A	12.0	20	1006	
1 SUN. 9.00P 30 CBS CS			B	18.7	29	1567	1 FRI. 9.58P 1	B	12.2	19	1022	
2 SUN. 9.32P 30							2 THU. 9.58P 1					
JOANIE LOVES CHACHI 12	202	97	A	11.1	19	930	NBC NEWS DIGEST-SAT 46	168	145	96	80	A 9.1 18 763
1 TUE. 8.30P 30 ABC CS			B	11.1	20	930	SAT. 8.58P 1 NBC N 23		182		97	B 11.3 20 947
JOHNNY BLUE(S) 145		85	A	8.9	17	746	NBC NEWS DIGEST-2-SAT. 2 SAT. 9.57P 1 NBC N					A 10.7 19 897
1 SUN. 10.00P 60 CBS GD								B	8.7	15	729	
KNIGHT RIDER 2	187	194	95	96	A	15.7	NBC NEWS DIGEST-SUN 46	169	171	88	87	A 12.4 22 1039
SUN. 8.00P 60 NBC A			B	15.7	29	1316	SUN. 8.58P 1 NBC N 19	151		80		B 12.7 20 1064
KNOTS LANDING 10	197	185	99	97	A	12.4	NBC NEWS DIGEST-2-SUN. 1 SUN. 9.53P 1 NBC N					A 11.6 22 972
THU. 10.00P 60 CBS GD			B	11.2	21	939		B	15.1	23	1265	
LITTLE HOUSE BEGINNING-SP(S)	190	94	A	11.4	18	955	NBC NIGHTLY NEWS-SAT. 38	165	153	88	86	A 8.6 21 721
2 MON. 8.25P 120 NBC GD							SAT. 6.30P 30 NBC N 229	203	197	99	96	B 8.0 17 670
LOTTERY 1	202	99	A	15.7	31	1316	NBC NIGHTLY NEWS M-F 6.30P 30 NBC N					A 9.5 20 796
2 FRI. 8.00P 90 ABC A			B	15.7	31	1316		B	10.7	20	897	
LOVE BOAT 43	207	99	A	17.7	32	1483	NBC SUNDAY NIGHT MOVIE 42	165	198	87	98	A 14.3 26 1198
2 SAT. 9.00P 60 ABC CS			B	18.6	33	1559	SUN. 9.00P 120 NBC FF	204		99		B 16.1 26 1349
							NCAA FOOTBALL SPECIAL(S) 1 SAT. 9.00P 202 ABC SE					A 10.1 22 846

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1983 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)						
LATE FRINGE CONT'D																																															
US OPN HILITES-TEN-WED(S)						178		93		A	4.8	15	402	CBS MORNING NEWS 1-MON(B)								133		83		A	1.7	12	142																		
2 WED. 11.30P 34 CBS SC														2 MON. 7.30A 30 CBS N																																	
US OPN HILITES-TEN-THU(S)						177		93		A	6.1	18	511	CBS MORNING NEWS 2-MON(B)								134		84		A	3.4	15	285																		
2 THU. 11.30P 30 CBS SC														2 MON. 8.30A 30 CBS N																																	
US OPN HILITES-TEN-FRI(S)						173		91		A	4.7	12	394	CBS MORNING NEWS 1								193	195	99	99	A	3.6	21	302																		
2 FRI. 11.30P 30 CBS SC														1 M-F 7.30A 30 CBS N												B	3.3	18	277																		
US OPEN HIGHLIGHTS TNS-TU(S)						177		92		A	4.1	13	344	2 TU-F 7.30A 30																																	
1 TUE. 11.33P 31 CBS SC														CBS MORNING NEWS 2								192	195	99	99	A	3.5	18	293																		
US OPEN HIGHLIGHTS TNS-WE(S)						177		92		A	4.9	15	411	1 M-F 8.30A 30 CBS N												B	3.4	16	285																		
1 WED. 11.30P 30 CBS SC														2 TU-F 8.30A 30																																	
US OPEN HIGHLIGHTS TNS-TH(S)						174		91		A	3.6	12	302	CHILD'S PLAY-MON(B)								105		71		A	4.5	14	377																		
1 THU. 12.00M 30 CBS SC														2 MON. 10.30A 30 CBS QP																																	
US OPEN HIGHLIGHTS TNS-FR(S)						172		90		A	5.0	13	419	CHILD'S PLAY								166	163	86	82	A	3.7	17	310																		
1 FRI. 11.30P 30 CBS SC														1 MTUWF 10.30A 30 CBS QP												B	4.2	19	352																		
1 THU. 10.30A 6														1 THU. 10.30A 6																																	
•WEEKDAY DAYTIME														& 10.42A 3																																	
ABC DAY NEWSBRIEF-MON(B)						117		77		A	7.5	20	629	2 TU-F 10.30A 30																																	
2 MON. 1.57P 2 ABC N														DAYS OF OUR LIVES								205	196	99	96	A	6.9	22	578																		
ABC DAYTIME NEWSBRIEF-M-F						182	181	95	92	A	7.8	26	654	M-F 1.00P 60 NBC DD												B	5.9	20	494																		
1 MTUWF 1.57P 2 ABC N										B	8.3	27	696	DIFF'RENT STROKES M-F						45		140	141	84	83	A	4.4	20	369																		

1 THU. 1.56P	3													M-F 10.00A	30	NBC CS									B	5.5	24	461
2 TU-F 1.57P	2													DREAM HOUSE	98			181	185	95	95			A	4.9	21	411	
ABC WORLD NEWS-MORN-645A	160	151	139	88	85	A	1.3	13	109					1 M-F 11.30A	30	NBC QG								B	4.5	19	377	
M-F 6.45A	15	ABC N				B	1.8	16	151					2 TU-F 11.30A	30													
ALL MY CHILDREN-MON(B)			121		80	A	7.6	21	637					DREAM HOUSE(B)					152		78			A	5.5	16	461	
2 MON. 1.00P	60	ABC DD												2 MON. 11.30A	30	NBC QG												
ALL MY CHILDREN	228	206	204	99	99	A	8.4	28	704					EDGE OF NIGHT	227			145	132	76	72			A	3.6	11	302	
1 M-F 1.00P	60	ABC DD				B	9.3	31	779					1 MTUWF 4.00P	30	ABC DD								B	3.7	12	310	
2 TUE. 1.00P	28													1 THU. 4.07P	23													
& 1.34P	26													2 M-F 4.00P	30													
2 W-F 1.00P	60																											
ANOTHER WORLD	228	201	194	99	96	A	5.5	19	461					FACTS OF LIFE M-F	45			147	143	73	71			A	3.6	14	302	
M-F 2.00P	60	NBC DD				B	5.1	18	427					M-F 12.00N	30	NBC CS								B	4.5	16	377	
AS THE WORLD TURNS	231	199	201	99	98	A	7.6	25	637					FAMILY FEUD	229			181	166	89	85			A	4.6	17	385	
1 M-TH 1.30P	60	CBS DD				B	7.6	26	637					1 M-F 12.00N	30	ABC QP								B	5.3	20	444	
1 FRI. 1.30P	13													2 MTUWF 12.00N	30													
& 1.49P	41													2 TUE. 12.00N	22													
2 TU-TH 1.30P	60																											
CAPITOL	231	194	195	96	96	A	6.1	22	511					FANTASY	233			151	146	81	80			A	3.5	11	293	
1 M-F 2.30P	30	CBS DD				B	5.9	21	494					1 M-F 3.00P	60	NBC QG								B	3.5	12	293	
2 TU-TH 2.30P	30													2 MTUWF 3.00P	60													
CBS EARLY MORN. NEWS-MON(B)			83		71	A	.5	9	42					2 TUE. 3.10P	50													
2 MON. 6.30A	30	CBS N												GENERAL HOSPITAL	227			208	206	99	99			A	9.7	31	813	
CBS EARLY MORNING NEWS	224	124	130	86	88	A	1.4	19	117					1 M-F 3.00P	60	ABC DD								B	9.9	33	830	
1 M-F 6.30A	30	CBS N				B	1.2	15	101					2 TU-F 3.00P	60													
2 TU-F 6.30A	30																		134		81			A	7.9	22	662	
														GENERAL HOSPITAL-MON(B)														
														2 MON. 3.00P	60	ABC DD												

2 MON. 6.30A 30 NBC N	24	159	163	89	89	A	1.3	14	109	TODAY SHOW-7.30AM 229	204	204	99	99	A	3.2	19	268
NBC NEWS AT SUNRISE						B	1.2	14	101	1 M-F 7.30A 30 NBC N					B	3.8	20	318
1 M-F 6.30A 30 NBC N										2 TU-F 7.30A 30								
2 TU-F 6.30A 30										TODAY SHOW-7.30AM(B)		168		85	A	2.1	15	176
NEWSBREAK-11.57-MON(B)			119		73	A	5.8	17	486	2 MON. 7.30A 30 NBC N								
2 MON. 11.57A 2 CBS N										TODAY SHOW-8.30AM 228	204	204	99	99	A	4.1	21	344
NEWSBREAK-11.57	230	178	178	88	87	A	7.4	30	620	1 M-F 8.30A 30 NBC N					B	4.2	20	352
1 M-F 11.57A 2 CBS N						B	7.2	30	603	2 TU-F 8.30A 30								
2 TU-TH 11.57A 2										TODAY SHOW-8.30AM(B)		168		85	A	3.6	15	302
NEWSBREAK-3.57	230	188	190	94	94	A	6.1	19	511	2 MON. 8.30A 30 NBC N								
1 M-F 3.57P 2 CBS N						B	6.2	19	520	TOO CLOSE-COMFORT DAYTIME 50	188	174	95	91	A	4.1	17	344
2 TU-TH 3.57P 2										1 MTUWF 11.00A 30 ABC CS					B	4.6	18	385
ONE LIFE TO LIVE	228	207	205	99	99	A	8.0	28	670	1 THU. 11.13A 17								
1 M-F 2.00P 60 ABC DD						B	8.0	28	670	2 M-F 11.00A 30								
2 TU-F 2.00P 60										\$25,000 PYRAMID-MON(B)		104		72	A	4.9	16	411
ONE LIFE TO LIVE-MON(B)			129		79	A	7.2	20	603	2 MON. 10.00A 30 CBS QP								
2 MON. 2.00P 60 ABC DD										\$25,000 PYRAMID 232	166	164	88	86	A	4.1	19	344
PRICE IS RIGHT 1MON(B)			132		78	A	5.3	16	444	1 M-F 10.00A 30 CBS QP					B	4.3	20	360
2 MON. 11.00A 30 CBS AP										2 TU-F 10.00A 30								
PRICE IS RIGHT 2-MON(B)			131		77	A	6.6	20	553	US OPN TENNIS-MON(S)		138		83	A	4.5	12	377
2 MON. 11.30A 30 CBS AP										2 MON. 12.30P 33Q CBS SE								
PRICE IS RIGHT 1	230	204	205	99	98	A	6.7	29	561	US OPN TENNIS-FRI.11:00AM(S)		200		98	A	2.9	14	243
1 MTUWF 11.00A 30 CBS AP						B	6.8	30	570	2 FRI. 11.00A 90 CBS SE								
1 THU. 11.03A 27										US OPN TENNIS-FRI. 1:00PM(S)		201		99	A	3.6	13	302
2 TU-TH 11.00A 30										2 FRI. 1.00P 240 CBS SE								

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PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1983 REPORT

PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)							
WEEKEND DAYTIME CONT'D																																																
MEATBALL & SPAGHETTI					29	186	185	95	95	A	3.2	15	268	PANDAMONIUM					42	180	180	83	84	A	3.2	18	268																					
SAT. 9.00A 30 CBS CA										B	3.0	14	251	SAT. 8.30A 30 CBS CA										B	2.8	16	235																					
MEET THE PRESS					43	132	116	82	78	A	2.6	10	218	POPEYE/OLIVE COMEDY SHOW					29	172	171	80	81	A	2.1	16	176																					
SUN. 12.00N 30 NBC CC										B	3.0	11	251	SAT. 8.00A 30 CBS CA										B	2.0	15	168																					
MENU DO-8:25AM					1		184		93	A	4.3	29	360	PUPPY/SOOBY DOO HOUR-1					1		196		95	A	7.9	29	662																					
2 SAT. 8.25A 4 ABC CN										B	4.3	29	360	2 SAT. 11.00A 30 ABC CA										B	7.9	29	662																					
MENU DO-10:25AM					1		202		99	A	6.7	25	561	PUPPY/SOOBY DOO HOUR-2					1		195		95	A	7.4	27	620																					
2 SAT. 10.25A 4 ABC CN										B	6.7	25	561	2 SAT. 11.30A 30 ABC CA										B	7.4	27	620																					
MONCHHICHIS					1		198		98	A	7.5	34	629	RASCALS/RICHIE RICH					1		197		98	A	5.6	31	469																					
2 SAT. 9.00A 30 ABC CA										B	7.5	34	629	2 SAT. 8.30A 30 ABC CA										B	5.6	31	469																					
MORK/LAVERNE/FONZ HOUR-1					32	193		94		A	5.7	22	478	RUBIK, THE AMAZING CUBE					1		201		99	A	7.3	28	612																					
1 SAT. 11.00A 30 ABC CA										B	5.0	18	419	2 SAT. 10.00A 30 ABC CA										B	7.3	28	612																					
MORK/LAVERNE/FONZ HOUR-2					32	192		93		A	5.8	22	486	SCHOOLHOUSE ROCK-8.25AM					46	177		93		A	2.6	19	218																					
1 SAT. 11.30A 30 ABC CA										B	5.0	18	419	1 SAT. 8.25A 4 ABC CN										B	3.3	23	277																					
NBC MAJOR LEAGUE BASEBALL					20	191	193	92	98	A	6.2	19	520	SCHOOLHOUSE ROCK-10.55AM					32	197		99		A	6.1	24	511																					
1 SAT. 2.17P 199 NBC SE										B	6.0	19	503	1 SAT. 10.55A 4 ABC CN										B	5.6	21	469																					
2 SAT. 2.17P 185														SCHOOLHOUSE ROCK-11.55AM					32	192	195	93	95	A	6.2	23	520																					
NBC SPORTS-30 ROCK					20	191	190	92	94	A	5.0	17	419	SAT. 11.55A 4 ABC CN										B	4.9	17	411																					
SAT. 2.00P 17 NBC SC										B	4.4	16	369	SCOOPY DOO/PUPPY HOUR-1					32	197		99		A	5.6	23	469																					

NCAA FOOTBALL PRE					1		200		98	A	6.5	20	545	1 SAT. 10.00A 30 ABC CA										B	5.5	21	461
2 SAT. 3.00P 13 ABC SC										B	6.5	20	545	SCOOPY DOO/PUPPY HOUR-2					32	197		99		A	7.3	29	612
NCAA FOOTBALL GAME					1		203		99	A	8.8	24	737	1 SAT. 10.30A 30 ABC CA										B	6.4	24	536
2 SAT. 3.13P 210 ABC SE										B	8.8	24	737	SHIRT TALES					47	201	201	97	97	A	4.3	25	360
NCAA FOOTBALL POST					1		203		99	A	7.6	19	637	SAT. 8.30A 30 NBC CA										B	4.7	27	394
2 SAT. 6.46P 13 ABC SC										B	7.6	19	637	SMURFS I					48	207	204	99	99	A	5.5	26	461
NFL '83-NBC					2	205	203	99	99	A	3.9	14	327	SAT. 9.00A 30 NBC CA										B	6.5	31	545
1 SUN. 12.30P 29 NBC SC										B	3.9	14	327	SMURFS II					48	204	204	99	99	A	6.7	29	561
2 SUN. 12.30P 30														SAT. 9.30A 30 NBC CA										B	7.6	32	637
NFL FOOTBALL GAME 1-NBC					2	195	202	84	79	A	7.4	20	620	SMURFS III					47	204	204	99	99	A	6.7	27	561
1 SUN. 12.59P 196 NBC SE										B	7.4	20	620	SAT. 10.00A 30 NBC CA										B	8.2	32	687
2 SUN. 1.00P 176														SPORTSBEAT					24	165	163	87	84	A	3.2	9	268
NFL FOOTBALL GAME 2-NBC					2	205	209	99	99	A	12.9	31	1081	1 SAT. 4.30P 30 ABC SC										B	2.7	8	226
1 SUN. 4.00P 189 NBC SE										B	12.9	31	1081	2 SAT. 2.30P 30													
2 SUN. 4.00P 191														SUNDAY MORNING					46	170	168	93	92	A	3.8	19	318
NFL FOOTBALL POST-NBC					1		173		69	A	5.5	13	461	SUN. 9.00A 90 CBS N										B	4.5	21	377
2 SUN. 3.51P 9 NBC SC										B	5.5	13	461	SUPERFRIENDS					46	177		93		A	2.4	19	201
PAC-MAN					1		201		99	A	7.4	31	620	1 SAT. 8.00A 30 ABC CA										B	3.0	23	251
2 SAT. 9.30A 30 ABC CA										B	7.4	31	620	THIS WEEK-DAVID BRINKLEY					45	185	182	95	95	A	4.0	14	335
PAC-MAN/RASCALS/RICHIE-1					46	199		99		A	3.8	22	318	SUN. 11.30A 60 ABC N										B	3.6	13	302
1 SAT. 8.30A 30 ABC CA										B	4.7	27	394	THUNDARR					18	131	131	70	68	A	3.8	14	318
PAC-MAN/RASCALS/RICHIE-2					46	200		99		A	5.1	25	427	SAT. 12.00N 30 NBC CA										B	3.5	13	293
1 SAT. 9.00A 30 ABC CA										B	6.2	29	520	U.S. AMATEUR GOLF CHAMP(S)										A	2.6	7	218
PAC-MAN/RASCALS/RICHIE-3					46	200		99		A	5.6	25	469	1 SUN. 4.30P 90 ABC SE													
1 SAT. 9.30A 30 ABC CA										B	6.9	29	578														

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)								
WEEKEND DAYTIME CONT'D																																					
US OPN TENNIS-SAT-1(S)							196		99		A	6.4	20	536																							
2 SAT. 12.00N 240 CBS SE																																					
US OPN TENNIS-SAT-2(S)							196		99		A	4.8	13	402																							
2 SAT. 4.00P 180 CBS SE																																					
US OPN TENNIS-SUN.(S)							191		98		A	9.5	21	796																							
2 SUN. 4.09P 200 CBS SE																																					
US OPEN TENNIS-SAT(S)							197		99		A	3.4	11	285																							
1 SAT. 12.30P 330 CBS SE																																					
US OPEN TENNIS-SUN(S)							200		99		A	5.4	14	453																							
1 SUN. 4.14P 153 CBS SE																																					

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		18,270 21.8															
ABC TV		ABC MONDAY NIGHT MOVIE SP HER MAJESTY'S SECRET SERVICE(R) (8:00-10:47PM) (SD)															
AVERAGE AUDIENCE (Households (000) & %)		8,380 10.0 10.5* 10.8* 9.9* 10.0* 9.2* 9.2*															
SHARE OF AUDIENCE		17 19* 18* 16* 16* 15* 15*															
AVG. AUD. BY ¼ HR.		10.2 10.8 11.0 10.6 10.3 9.4 10.2 9.8 9.6 8.8 9.2 8.8															
TOTAL AUDIENCE (Households (000) & %)		9,470 11.3 12.3 16.2 17.1 14,080 16.8															
CBS TV		SQUARE PEGS (R) BEST OF TIMES (SD) M*A*S*H (R) NEWHART (R) CAGNEY & LACEY (R)															
AVERAGE AUDIENCE (Households (000) & %)		7,460 8,630 11,400 12,650 11,150															
SHARE OF AUDIENCE		8.9 10.3 13.6 15.1 13.3 13.1* 13.5*															
AVG. AUD. BY ¼ HR.		16 17 22 24 22 21* 23*															
TOTAL AUDIENCE (Households (000) & %)		14,330 17.1 20,450 24.4															
NBC TV		LOVE, SIDNEY (R)(SD) NBC MONDAY NIGHT MOVIES THE GODFATHER, PART 2(R)															
AVERAGE AUDIENCE (Households (000) & %)		10,140 13,830															
SHARE OF AUDIENCE		12.1 11.2* 13.1* 16.5 15.0* 16.3* 17.2* 17.6*															
AVG. AUD. BY ¼ HR.		21 20* 22* 27 24* 25* 28* 30*															

TOTAL AUDIENCE (Households (000) & %)		13,910 16.6 34,190 40.8															
ABC TV		REAGAN ADDRESS-ABC (SUS) THAT'S INCREDIBLE SPEC (SD) NFL MONDAY NIGHT FOOTBALL DALLAS VS WASHINGTON (9:00-12:20AM) (-OP)															
AVERAGE AUDIENCE (Households (000) & %)		11,060 18,350															
SHARE OF AUDIENCE		13.2 21.9 20.9* 23.8* 25.2* 22.7*															
AVG. AUD. BY ¼ HR.		23 39 34* 37* 41* 40*															
TOTAL AUDIENCE (Households (000) & %)		13,830 16,260 14,580 14,750 17,260															
CBS TV		REAGAN ADDRESS-CBS (8:00-9:23PM) (SD) SQUARE PEGS (8:23-9:53PM) (R)(-OP) PRIVATE BENJAMIN (8:53-9:23PM) (R)(OP) M*A*S*H (9:23-9:53PM) (R)(OP)(-OP) NEWHART (9:53-10:23PM) (R)(OP)(-OP) CAGNEY & LACEY (10:23-11:23PM) (R)(OP)(-OP)															
AVERAGE AUDIENCE (Households (000) & %)		10,810 12,990 12,400 12,490 12,230															
SHARE OF AUDIENCE		12.4 15.5 14.8 14.9 14.6 14.4*															
AVG. AUD. BY ¼ HR.		22 24 23 24 27 26*															
TOTAL AUDIENCE (Households (000) & %)		17,850 21.3 13,070 15.6															
NBC TV		REAGAN ADDRESS-NBC (8:00-8:25PM) (SUS) LITTLE HOUSE BEGINNING-SP (8:25-10:25PM) (R)(SD)(-OP) QUINCY, M E SPECIAL (10:25-11:25PM) (R)(OP)(-OP)															
AVERAGE AUDIENCE (Households (000) & %)		9,550 11.4 9.4* 12.0* 12.3* 9,300															
SHARE OF AUDIENCE		11.4 16* 19* 19* 20 11.1 10.7*															
AVG. AUD. BY ¼ HR.		8.6 8.8 10.0 11.8 12.3 11.9 12.7 13.2 10.6 10.5 10.9															

TV HOUSEHOLDS USING TV	WK 1	50.8	51.6	51.4	53.3	54.2	56.3	58.2	60.0	60.9	62.3	63.7	64.3	62.2	61.2	59.7	57.3
(See Dat 1)	WK 2	49.5	50.3	51.2	53.5	56.4	58.4	58.6	60.7	63.1	64.2	64.5	64.4	62.5	60.0	56.1	53.1

U.S. TV Households 83,800,000

For explanation of symbols, See page A

EVE. MON. SEPT. 5, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					10,060 12.0		10,560 12.6		13,750 18.8		14,330 17.1		13,830 16.5			
	ABC TV						HAPPY DAYS (R)		JOANIE LOVES CHACHI (R)		THREE'S COMPANY (R)		9 TO 5 (R)(SD)		HART TO HART (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					8,720 10.4		9,300 11.1		13,580 16.2		12,150 14.5		10,640 12.7		13.0*	12.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					19 9.9	10.9	19 10.5	11.7	26 1.7	16.6	23 14.2	14.7	21 13.1	21*	13.0	12.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,070 14.4				22,040 26.3							
	CBS TV						WALT DISNEY SPECIAL WINNIE THE POOH AND FRIENDS(R) (SD)								MISS TEEN USA (9:00-11:00PM) (-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{					7,460 8.9				11,320 13.9							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					16 8.6	8.6*		9.3* 16*	20* 1.8	12.5* 13.3		15.8* 15.1	17.5* 16.6	28* 17.6	17.3	17.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					20,610 24.6				22,790 27.2							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					15,080 18.0				15,670 18.7							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					32 16.7	17.1* 17.5		18.9* 18.4	28* 17.2	17.3* 17.5		18.7* 18.9	19.6* 19.5	32* 19.6	19.5	19.4* 19.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,230 14.6		12,320 14.7		16,260 19.4		13,660 16.3		16,680 19.9			
	ABC TV						ABC SAT. PREVIEW SPECIAL		HAPPY DAYS (R)		THREE'S COMPANY (R)		9 TO 5 (R)(SD)		HART TO HART (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					9,720 11.6		10,480 12.5		13,830 16.5		11,980 14.3		12,910 15.4		15.3*	15.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					21 11.3	12.0	21 11.6	13.3	27 16.2	24 16.8	27 14.2	24.4	27 15.0	26*	15.5	15.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					15,590 18.6				24,050 28.7							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					10,810 12.9				18,010 19.1							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					23 11.8	12.2* 12.6		13.6* 13.4	33 16.7	17.4* 18.1		18.9* 18.9	19.9* 19.0	34* 19.5	20.4	20.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					20,110 24.0											
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					8,720 10.4				10,5* 18*		10.9* 19*		10.5* 18*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					18 9.1	9.4* 9.7		11.2* 10.9	20* 11.5	10.4	10.8	11.0	10.7	10.3	10.0	9.8
TV HOUSEHOLDS USING TV		WK. 1	50.7	51.2	50.6	52.8	54.5	55.9	57.7	60.3	61.4	62.7	63.5	64.3	62.6	60.6	58.5	57.0
(See Def. 1)		WK. 2	50.0	51.6	51.5	52.8	54.0	55.9	57.9	59.8	60.5	61.5	59.8	59.9	58.4	57.6	56.2	54.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE. TUE. SEPT. 6, 1983

NATIONAL TV AUDIENCE ESTIMATES

TV WEEK

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00
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TOTAL AUDIENCE (Households (000) & %)		18,600 22.2		16,680 19.9		13,100 15.7											
ABC TV		FALL GUY (R)		TWO MARRIAGES (SD)		DYNASTY (R)											
AVERAGE AUDIENCE (Households (000) & %)		13,320 15.9		12,490 14.1		9,720 11.6											
SHARE OF AUDIENCE %		29		25		21											
AVG. AUD. BY ¼ HR.		13.6		14.1		11.5											
TOTAL AUDIENCE (Households (000) & %)		22,880 27.3		13,490 16.1		12,740 15.2		15,750 18.8									
CBS TV		REAL PEOPLE (R)(SD)		FACTS OF LIFE (R)		FAMILY TIES (R)		ST. ELSEWHERE (R)									
AVERAGE AUDIENCE (Households (000) & %)		10,730 12.8		11,820 14.1		11,230 13.4		12,230 14.6									
SHARE OF AUDIENCE %		22		23		22		26									
AVG. AUD. BY ¼ HR.		10.3		13.7		13.0		13.8									
TOTAL AUDIENCE (Households (000) & %)		16,010 19.1		14,830 17.7		11,980 14.3											
ABC TV		FALL GUY (R)		TWO MARRIAGES (SD)		DYNASTY (R)											
AVERAGE AUDIENCE (Households (000) & %)		11,900 14.2		10,140 12.1		8,720 10.4											
SHARE OF AUDIENCE %		26		21		19											
AVG. AUD. BY ¼ HR.		12.5		12.3		10.4											
TOTAL AUDIENCE (Households (000) & %)		7,790 9.3		6,290 7.5		20,780 24.8											
CBS TV		ARCHIE BUNKER'S PLACE(B) (R)		GLORIA(B) (R)(SD)		CBS WEDNESDAY NIGHT MOVIE JOHNNY BELINDA(R)											
AVERAGE AUDIENCE (Households (000) & %)		5,870 7.0		5,610 6.7		12,400 14.8											
SHARE OF AUDIENCE %		13		12		20											
AVG. AUD. BY ¼ HR.		6.7		7.0		12.4											
TOTAL AUDIENCE (Households (000) & %)		12,910 15.4		14,770 17.6		12,320 15.3		12,120 14.7									
NBC TV		REAL PEOPLE (R)(SD)		FACTS OF LIFE (R)		FAMILY TIES (R)		ST. ELSEWHERE (R)									
AVERAGE AUDIENCE (Households (000) & %)		8,880 10.6		12,650 15.1		11,230 13.4		8,970 10.7									
SHARE OF AUDIENCE %		19		26		23		19									
AVG. AUD. BY ¼ HR.		9.2		14.7		13.2		10.8									
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	50.1	50.8	52.1	52.1	54.7	55.8	58.4	59.9	60.8	60.3	60.3	57.3	57.4	56.0	53.2
		WK. 2	47.4	48.7	50.7	51.9	53.2	55.4	57.5	57.7	58.3	57.9	58.1	56.2	55.6	54.7	53.3

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.WED. SEPT.7, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	CBS TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
E E K 3	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	NBC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
E E K 4	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
E E K 5	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	CBS TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	NBC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	50.4	50.6	50.7	51.9	53.2	55.7	58.7	60.6	60.9	61.8	61.4	61.8	60.1	59.1	57.4	55.3
		WK. 2	47.5	48.4	48.5	50.5	52.1	54.2	55.8	58.1	60.0	61.3	61.5	61.4	57.9	55.9	54.4	51.7

U.S. TV Households 83,800,000

For explanation of symbols, See page A

EVE THU. SEPT. 8, 1983

NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. SEPT. 2, 1983

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						11,400 13.6	10,730 12.8		17,850 21.3									
	ABC TV						BENSON (R)	ABC COMEDY SPECIAL (R)(SD)		CELEBRITY DAREDEVILS (R)									
	AVERAGE AUDIENCE (Households (000) & %)						9,300 11.1	9,220 11.0		8,880 10.6									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 10.5	21 11.1		20 9.8									
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						13,490 16.1			14,750 17.6									
	CBS TV						CBS NEWS SPECIAL PARADISE LOST (SD)		DALLAS (R)				FALCON CREST (R)						
	AVERAGE AUDIENCE (Households (000) & %)						8,880 10.6	10,980 13.1		11,060 13.2									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						21 10.2	25 11.8		26 14.2									
WEEK 3	TOTAL AUDIENCE (Households (000) & %)						14,250 17.0										11,480 13.7		
	NBC TV						FRI MOVIE OF THE WEEK-NBC GRAY LADY DOWN(R) (SD)									EISCHIED (R)			
	AVERAGE AUDIENCE (Households (000) & %)						7,290 8.7	8,000 10.0		8,380 10.0									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						17 7.6	16 8.2		19 9.2									
WEEK 4	TOTAL AUDIENCE (Households (000) & %)						20,870 24.9										18,860 22.5		
	ABC TV						LOTTERY									MATT HOUSTON (SD)			
	AVERAGE AUDIENCE (Households (000) & %)						13,160 15.7	16,000 19.0		13,490 16.1									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						31 13.2	32 16.6		30 17.5									
WEEK 5	TOTAL AUDIENCE (Households (000) & %)						11,150 13.3										19,610 23.4		
	CBS TV						DUKES OF HAZZARD (R)(SD)				CBS SPECIAL MOVIE PRSNT PACKIN IT IN(R)								
	AVERAGE AUDIENCE (Households (000) & %)						8,040 9.6	11,480 13.7		14,500 17.5									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						20 8.2	26 11.7		27 14.7									
WEEK 6	TOTAL AUDIENCE (Households (000) & %)						11,980 14.3												
	NBC TV						FRI MOVIE OF THE WEEK-NBC GOLDEY GIRL(R) (SD)												
	AVERAGE AUDIENCE (Households (000) & %)						4,860 5.8	5,200 6.2		5,900 7.1									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						11 5.9	10 5.4		11 6.1									
TV HOUSEHOLDS USING TV (See Def 1)		WK 1	47.2	47.6	47.3	48.2	48.6	49.0	50.4	51.4	52.9	54.0	53.9	52.9	52.1	51.5	51.1		
		WK 2	43.9	44.9	43.3	44.9	46.3	48.0	49.1	51.4	52.5	53.9	54.0	54.4	54.0	53.5	53.1		

U.S. TV Households 83,800,000

For explanation of symbols, See page A.

EVE. FRI. SEPT. 9, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					10,730 12.8		20,110 24.0		{							
	ABC TV	{					T.J. HOOKER (R)(SD)		NCAA FOOTBALL SPECIAL VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST									
	AVERAGE AUDIENCE (Households (000) & %)	{					7,540 9.0		8,460 10.1		{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					20 7.5		22 9.5		{							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					6,880 10.6		17,510 20.9		{							
	CBS TV	{					WALT DISNEY THE OMEGA CONNECTION, PART 1 (SD)		CBS SAT. NIGHT MOVIE COUNTRY GOLD(R)									
	AVERAGE AUDIENCE (Households (000) & %)	{					5,360 6.4		9,970 11.9		{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					14 6.5		25 9.4		{							
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					11,310 13.5		12,400 14.8		13,070 15.6		8,630 10.3		{			
	NBC TV	{					DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (R)(SD)		QUINCY, M.E. (R)		CASABLANCA SP. PART 2					
	AVERAGE AUDIENCE (Households (000) & %)	{					9,390 11.2		10,730 12.8		9,390 11.2		5,870 7.0		{			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					25 10.3		26 12.6		23 11.4		15 7.0		{			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					13,990 16.7		19,360 23.1		16,260 19.4		{					
	ABC TV	{					T.J. HOOKER (R)(SD)		LOVE BOAT (R)(SD)		FANTASY ISLAND (R)							
	AVERAGE AUDIENCE (Households (000) & %)	{					10,310 12.3		14,830 17.7		12,490 14.9		{					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					24 10.1		32 15.4		34 19.1		{					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					9,720 11.6		18,600 22.2		{							
	CBS TV	{					WALT DISNEY THE OMEGA CONNECTION, PART 2 (SD)		CBS SAT. NIGHT MOVIE BORER LINE									
	AVERAGE AUDIENCE (Households (000) & %)	{					8,120 9.6		11,560 13.8		{							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					14 9.2		21 9.9		{							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					9,640 11.5		9,890 11.8		17,430 20.8		{					
	NBC TV	{					DIFF'RENT STROKES-SAT (R)		SILVER SPOONS (R)(SD)		HEAVYWEIGHT CHAMP BOXING (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{					8,040 9.6		8,460 10.1		9,640 11.5		{					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					19 9.2		19 9.8		21 9.9		{					
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	41.2	43.3	43.8	43.7	44.2	45.8	47.9	49.2	49.4	49.5	49.4	49.9	48.3	47.3	47.0	46.2
		WK. 2	44.2	44.9	45.6	47.2	48.8	50.3	51.6	53.6	54.0	55.7	56.7	57.0	56.5	56.8	55.1	52.3

For explanation of symbols, See page A

EVE. SAT. SEPT. 10, 1983

11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

NCAA FOOTBALL SPECIAL
VARIOUS TEAMS AND T.M.S.
MULTI-SEGMENT TELECAST
(3:00P)

2,100

2.5

ABC WEEKEND
REPORT-SAT
(12:22-12:37AM)
(OP)

2,100

2.5

9

2.5 2.4

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

9,970

11.9

SATURDAY NIGHT

(11:30-12:49AM)(R)
(SUSSTAINING 12:49-1:00AM)

5,280

6.3

6.9*

6.1*

5.6*

20

19*

20*

22*

7.1

6.7

6.3

5.9

5.7

5.3

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

4,530

5.4

ABC
WEEKEND
REPORT
SAT

4,190

5.0

10

5.0

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

10,560

12.6

SATURDAY NIGHT

(11:30-12:50AM)(R)
(SUSSTAINING 12:50-1:00AM)

5,530

6.6

7.0*

6.5*

5.9*

20

18*

20*

22*

7.5

6.5

6.7

6.4

6.1

5.3

TV HOUSEHOLDS USING TV
(See Def. 1)

WK 1
WK. 2

44.2

48.9

40

45.3

37.3

40.8

35.7

37.6

33.2

33.9

29.0

30.9

25.6

27.8

23.5

25.2

19.7

22.6

17.6

20.3

15.8

17.7

14.3

15.8

12.9

14.1

11.5

12.7

9.7

11.0

8.6

9.3

U.S. TV Households: 83,800,000

For explanation of symbols See page A

EVE.SAT. SEPT.10, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

15,420
18.4

14,250
17.0

ABC TV

ABC MOVIE SPECIAL
BAD NEWS BEARS IN
BREAKING TRAINING(R)
(SD)

ABC SUNDAY NIGHT MOVIE
MATT HOUSTON(R)
(SD)

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

7,290
8.7
18
6.9

7.2*
16 *

7.6

7.9*
17 *

8.3

9.1

9.6

10.3

10.6*

10.7
21

9.8*
19 *

10.0

10.9

10.8*

21 *

11.0

11.3*

22 *

11.1

10.8

TOTAL AUDIENCE
(Households (000) & %)

17,430
20.8

10,980
13.1

10,310
12.7

12,400
14.8

10,060
12.0

10,140
12.1

CBS TV

60 MINUTES
(R)

ALICE
(R)

ONE DAY AT A
TIME
(R)(SD)

JEFFERSONS
(R)

GOODNIGHT,
BEANTOWN
(R)

JOHNNY BLUE

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

12,490
14.9
33
12.1

13.7*
31 *

16.4

16.0*
35 *

15.6

10.8

11.0

10.6

11.3

11.9

12.8

10.6

10.2

8,720
10.4
20

8.9
17

9.0*

17 *

8.8

8.8

TOTAL AUDIENCE
(Households (000) & %)

8,300
9.9

15,420
18.4

17,850
21.3

NBC TV

(1)
(-OP)

POWERS OF MATTHEW
STAR
(7 20-9 00PM)
(R)(OP)

KNIGHT RIDER
(R)(SD)

NBC SUNDAY NIGHT MOVIE
DEADLY TREASURE OF THE
PIRANHA(R)
(SD)

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

6,370
7.6
17
14.0

7.8*
17 *

7.2

13.6
27

12.4*
26 *

11.4

13.3

14.8

14.9

13.9

12.3*

27
24 *

12.3

13.0

13.5

14.5

14.7*

28 *

15.6

15.3

TOTAL AUDIENCE
(Households (000) & %)

14,410
17.2

24,300
29.0

ABC TV

RIPLEY'S BELIEVE IT-NOT
(R)

ABC SUNDAY NIGHT MOVIE
AIRPORT '77(R)
(8:00-10:47PM)
(SD)

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

8,720
10.4
20
9.0

9.5*
19 *

11.0

11.3*
21 *

11.6

15.0

10.6*
25

12.2

12.5*

21 *

15.5

15.4

15.4

16.2*

26 *

18.4

18.3*

31 *

19.0

18.0

TOTAL AUDIENCE
(Households (000) & %)

20,360
24.3

12,820
15.3

16,260
19.4

17,100
20.4

14,160
16.9

16,170
19.3

CBS TV

US OPEN TENNIS
SIN

60 MINUTES

ALICE
(8 32-9 02PM)
(R)(OP)(-OP)

ONE DAY AT A
TIME
(9 02-9 32PM)
(R)(OP)(-OP)

JEFFERSONS
(9 32-10 02PM)
(R)(OP)(-OP)

GOODNIGHT,
BEANTOWN
(10 02-11 02PM)
(R)(OP)(-OP)

TRAPPER JOHN,
M.D.
(10 32-11 26PM)
(R)(OP)

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

12,230
14.1
22
12.2

14.1

14.1

14.1

14.1

14.8

12.3

13.9

14.7*

26 *

16.1

17.1

17.0

18.3

14.9

15.0

15.1

14.2*

28 *

14.5

TOTAL AUDIENCE
(Households (000) & %)

11,310
13.5

24.2

19,610
23.4

NBC TV

POWERS OF
MATTHEW STAR
(R)(OP)

KNIGHT RIDER
(R)(SD)

NBC SUNDAY NIGHT MOVIE
BEULAH LANE, PART 1(R)

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

6,540
7.8
15
7.5

8.2*
16 *

9.5

7.5*
14 *

5.5

14.920

16.6*

31 *

19.0*

24

14.4

13.9

14.0

14.3*

23 *

15.5

15.4*

26 *

15.1

15.2

TV HOUSEHOLDS USING TV
(See Def. 1)

WK. 1
WK. 2

44.0
50.3

44.0
51.2

44.8
51.9

45.6
53.9

47.5
55.4

49.1
58.4

50.3
59.5

51.5
61.7

51.3
62.7

52.2
63.6

52.0
62.5

51.6
62.4

51.7
60.6

51.6
59.2

51.2
56.9

50.8
52.7

U.S. TV Households: 83,800,000

(1) NFL FOOTBALL GAME 2-NBC, NEW YORK JETS VS SAN DIEGO & SEATTLE VS KANSAS CITY, NBC, MULTI-SEG TELECAST

For explanation of symbols, See page A

EVE.SUN. SEPT.11, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)		{		4,190 5.0		4,940 5.9		(SUS OP)	
ABC TV		{		GOOD MORNING, AMERICA-700 (SUS)		GOOD MORNING, AMERICA-730 (SUS)		GOOD MORNING, AMERICA-800 (SUS)	
AVERAGE AUDIENCE (Households (000) & %)		{		3,100 3.7		4,020 4.8			
SHARE OF AUDIENCE %		{		22		23			
AVG. AUD. BY ¼ HR.		{		3.7 3.7		4.7 5.0			
TOTAL AUDIENCE (Households (000) & %)		{		3,690 4.4		3,690 4.4		4,360 5.2	
CBS TV		{		CBS MORNING NEWS 1		CBS MORNING NEWS 2		\$25,000 PYRAMID	
AVERAGE AUDIENCE (Households (000) & %)		{		2,930 3.5		2,930 3.5		3,690 4.4	
SHARE OF AUDIENCE %		{		21		17		19	
AVG. AUD. BY ¼ HR.		{		3.5 3.5		3.5 3.5		4.2 4.6	
TOTAL AUDIENCE (Households (000) & %)		{		3,520 4.2		4,360 5.2		4,940 5.9	
NBC TV		{		TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)		DIFF'RENT STROKES M-F	
AVERAGE AUDIENCE (Households (000) & %)		{		2,680 3.2		3,520 4.2		4,110 4.9	
SHARE OF AUDIENCE %		{		19		20		21	
AVG. AUD. BY ¼ HR.		{		3.2 3.3		4.2 4.3		4.6 5.2	
TOTAL AUDIENCE (Households (000) & %)		{		5,030 6.0		4,860 5.8		5,200 6.2	
ABC TV		{		GOOD MORNING, AMERICA-700 (SUS)(TU-F) (SUS-OP)		GOOD MORNING, AMERICA-730 (TU-F)(OP) (SUS-OP)		GOOD MORNING, AMERICA-800 (SUS)(TU-F) (SUS-OP)	
AVERAGE AUDIENCE (Households (000) & %)		{		3,850 4.6		4,020 4.8		4,940 5.9	
SHARE OF AUDIENCE %		{		27		25		21	
AVG. AUD. BY ¼ HR.		{		4.5 4.7		4.8 4.8		4.6 5.2	
TOTAL AUDIENCE (Households (000) & %)		{		3,850 4.6		3,520 4.2		3,940 4.7	
CBS TV		{		CBS MORNING NEWS 1 (TU-F)(OP)		CBS MORNING NEWS 2 (TU-F)(OP)		\$25,000 PYRAMID (TU-F)(OP)	
AVERAGE AUDIENCE (Households (000) & %)		{		3,100 3.7		2,930 3.5		3,690 4.4	
SHARE OF AUDIENCE %		{		22		17		19	
AVG. AUD. BY ¼ HR.		{		3.5 3.5		3.5 3.5		4.2 4.6	
TOTAL AUDIENCE (Households (000) & %)		{		3,440 4.1		4,110 4.9		4,020 4.8	
NBC TV		{		TODAY SHOW 7:30AM (CO-OP) (PARTICIPATING)(TU-F) (OP)		TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)(TU-F) (OP)		DIFF'RENT STROKES M-F	
AVERAGE AUDIENCE (Households (000) & %)		{		2,600 3.1		3,350 4.0		3,270 3.9	
SHARE OF AUDIENCE %		{		18		21		18	
AVG. AUD. BY ¼ HR.		{		3.0 3.3		4.1 3.8		3.5 4.2	

TV HOUSEHOLDS USING TV WK 1	10.2	11.7	13.3	14.7	16.6	18.3	19.3	20.3	21.1	21.8	22.3	22.7	22.9	23.4	22.8	23.3
(See Def. 1) WK 2	9.9	11.8	13.8	14.9	16.4	17.5	18.8	19.4	20.0	21.0	21.4	21.5	21.7	22.5	22.8	23.3

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,110 4.9	3,520 4.2		4,690 5.6		4,690 5.6		9,890 11.8				8,880 10.6			
	ABC TV		TOO CLOSE- COMFORT DAYTIME	LOVING		FAMILY FEUD		RYAN'S HOPE >(SUS-OP)		ALL MY CHILDREN (SD)				ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,520 4.2	3,100 3.7		3,940 4.7		4,190 5.0		7,370 8.8				6,700 8.0			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		17 4.0	15 4.5		18 3.7		18 3.6		18 4.7		27* 6.4		28* 8.8		27* 7.9	28* 8.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,040 8.4	9,220 11.0				9,720 11.6		8,210 9.8				6,030 7.2			
	CBS TV		PRICE IS RIGHT 1	PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS >(SUS-OP)		AS THE WORLD TURNS >(SUS-SD)				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,030 7.2	7,880 9.4				7,370 8.8		6,450 7.7				5,200 6.2			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		30 6.7	38 7.6				32 8.8		25 7.5				22 8.0		22 6.2	22 6.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,790 8.1	4,860 5.8		3,690 4.4		3,520 4.2		7,210 8.6				6,200 7.4			
	NBC TV		WHEEL OF FORTUNE	DREAM HOUSE		FACTS OF LIFE M-F		SEARCH FOR TOMORROW (M-TH)(SUS-OP)		DAYS OF OUR LIVES				ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,780 6.9	4,110 4.9		3,020 3.6		2,770 3.3		5,450 6.5				4,690 5.6			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		29 6.9	20 6.9		14 4.9		12 5.0		21 6.0		20* 6.4		19* 5.9		20* 5.6	19* 5.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,110 4.9	3,600 4.3		4,530 5.4		4,780 5.7		8,800 10.5				8,970 10.7			
	ABC TV		TOO CLOSE- COMFORT DAYTIME	LOVING (TU-F)(OP)		FAMILY FEUD >(SUS-OP)		RYAN'S HOPE (TU-F)>(OP)		ALL MY CHILDREN (TU-F)>(OP) (SD)				ONE LIFE TO LIVE (TU-F)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,350 4.0	3,100 3.7		3,690 4.4		3,940 4.7		6,620 7.9				6,790 8.1			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		17 3.8	17 4.3		16 3.7		19 3.7		27 7.1		26* 7.4*		29* 8.4*		29* 8.0*	29* 8.1*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,450 6.5	7,630 9.1				8,800 10.5		7,540 9.0				5,610 6.7			
	CBS TV		PRICE IS RIGHT 1 (TU-TH)(S)(OP)	PRICE IS RIGHT 2 (TU-TH)(S)(OP)(SD)				(SUS-OP) YOUNG AND THE RESTLESS (TU-TH)>(S)(OP)		AS THE WORLD TURNS (TU-TH)(S)(OP)				CAPITOL (TU-TH)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,860 5.8	6,620 7.9				6,620 7.9		6,120 7.3				4,940 5.9			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		27 5.5	34 6.1				30 8.3		25 7.2		24* 7.3*		21 7.2		21 5.9	21 5.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,290 7.5	4,860 5.8		3,770 4.5		3,440 4.1		7,880 9.4				6,030 7.2			
	NBC TV		WHEEL OF FORTUNE	DREAM HOUSE (TU-F)(OP)		FACTS OF LIFE M-F		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,450 6.5	4,190 5.0		3,020 3.6		2,770 3.3		6,120 7.3				4,530 5.4			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		28 6.3	23 6.6		14 5.0		12 5.0		24 6.9		24* 7.1*		18 5.6		19* 5.5	18* 5.4
TV HOUSEHOLDS USING TV WK 1		WK 1	23.6	24.5	24.5	25.3	26.4	27.7	27.3	28.4	29.9	30.7	30.5	30.7	29.3	29.4	28.2
(See Def. 1)		WK 2	23.4	24.1	24.1	25.0	26.7	27.7	27.6	26.0	29.5	30.2	30.5	30.4	29.5	29.6	29.2
U.S. TV Households			83,800,000														

For explanation of symbols, See page A.

National TV Audience Estimates

DAY MON.-FRI. AUG. 29-SEPT. 2, 1983

TIME 3 00 3 15 3 30 3 45 4 00 4 15 4 30 4 45 5 00 5 15 5 30 5 45 6 00 6 15 6 30 6 45

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 10,560 12.6		GENERAL HOSPITAL		{ 3,440 4.1		EDGE OF NIGHT		9,470 11.3		ABC WORLD NEWS TONIGHT	
	ABC TV		{ 8,210 9.8		9.6*		10.1*		2,930 3.5		8,040 9.6		20	
	AVERAGE AUDIENCE (Households (000) & %)		{ 31 32 *		32 *		11		3.7		9.5		9.8	
	SHARE OF AUDIENCE AVG AUD BY ¼ HR		{ 9.3 9.8		10.1		10.0		3.3		12,070 14.4		CBS EVENING NEWS- RATHER	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 8,040 9.6		GUIDING LIGHT (SD)		{ 3,770 4.5		TATTLETALES		(SUS-SD)		10,480 12.5	
	CBS TV		{ 6,620 7.9		7.8*		7.9*		3,100 3.7		12.5		12.5	
	AVERAGE AUDIENCE (Households (000) & %)		{ 25 26 *		26 *		12		3.6		3.8		9,640 11.5	
	SHARE OF AUDIENCE AVG AUD BY ¼ HR		{ 7.7 8.0		8.0		7.9		3.8		NBC NIGHTLY NEWS		8,300 9.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 4,440 5.3		FANTASY		{ 3,020 3.6		3.5*		3.7*		12 *	
	NBC TV		{ 12 12 *		12 *		12 *		3.7		9.6		10.2	
	AVERAGE AUDIENCE (Households (000) & %)		{ 3.5 3.5		3.5		3.6		3.7					
	SHARE OF AUDIENCE AVG AUD BY ¼ HR		{ 3.5 3.5		3.5		3.6		3.7					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 10,060 12.0		GENERAL HOSPITAL (TU-FX(OP))		{ 3,770 4.5		EDGE OF NIGHT		9,130 10.9		ABC WORLD NEWS TONIGHT	
	ABC TV		{ 7,960 9.5		9.4*		9.7*		3,100 3.7		7,790 9.3		20	
	AVERAGE AUDIENCE (Households (000) & %)		{ 31 32 *		32 *		31 *		12		9.3		9.4	
	SHARE OF AUDIENCE AVG AUD BY ¼ HR		{ 9.1 9.6		9.8		9.7		3.8		3.7			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 7,630 9.1		GUIDING LIGHT (TU-TH)(S)(OP) (SD)		{ 3,100 3.7		TATTLETALES (TU-TH)(S)(OP)		(S)(OP)		10,890 13.0	
	CBS TV		{ 6,120 7.3		7.3*		7.4*		2,430 2.9		9,390 11.2		11.2	
	AVERAGE AUDIENCE (Households (000) & %)		{ 24 24 *		24 *		23 *		9		24		11.2	
	SHARE OF AUDIENCE AVG AUD BY ¼ HR		{ 7.1 7.6		7.5		7.2		2.9		3.0		11.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 4,360 5.2		FANTASY (SUS-SD)		{ 2,770 3.3		3.2*		3.5*		8,860 10.5	
	NBC TV		{ 10 10 *		10 *		11 *		19		9.0		9.3	
	AVERAGE AUDIENCE (Households (000) & %)		{ 3.1 3.3		3.4		3.5							
	SHARE OF AUDIENCE AVG AUD BY ¼ HR		{ 3.1 3.3		3.4		3.5							

TV HOUSEHOLDS USING TV	WK 1	30.0	31.4	32.1	32.7	31.4	32.6	33.0	34.7	36.2	38.5	40.1	42.6	45.2	46.9	47.9	49.1
(See Def 1)	WK 2	30.5	31.9	32.5	33.0	31.6	32.5	33.2	34.6	35.9	37.6	39.2	40.9	43.5	45.4	46.4	47.1

U.S. TV Households 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT. 5-9, 1983

NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT 3, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		2,680 3.2		4,110 4.9		5,450 6.5		5,530 6.6		5,450 6.5		7,370 8.8	
	ABC TV		{		SUPERFRIENDS (SD)		PAC MAN, RASCALS/ RICHIE-1		PAC MAN, RASCALS/ RICHIE-2		PAC MAN, RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY POUR-1		SCOOBY DOO/PUPPY HOUR 2 (SD)	
	AVERAGE AUDIENCE (Households (000) & %)		{		2,010 2.4		3,180 3.8		4,270 5.1		4,690 5.6		4,690 5.6		6,120 7.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		{		19 2.1		22 3.5		25 5.1		25 5.5		23 5.4		29 7.6	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		1,510 1.8		2,350 2.8		3,020 3.6		3,020 3.6		3,350 4.0		5,200 6.2	
	CBS TV		{		CAPTAIN KANGAROO-SAT		POPEYE/OLIVE COMEDY SHOW (SD)		PANDAMONIUM (SD)		MEATBALL & SPAGHETTI (SD)		BUGS BUNNY/ROAD RUNNER 1 (SD)		BUGS BUNNY/ROAD RUNNER 2	
	AVERAGE AUDIENCE (Households (000) & %)		{		750 .9		1,760 2.1		2,430 2.9		2,350 2.8		2,600 3.1		3,940 4.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		{		12 .8		17 2.0		17 2.7		14 3.1		14 2.8		19 4.1	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		2,770 3.3		4,440 5.3		5,700 6.8		7,210 8.6		7,120 8.5		5,780 6.9	
	NBC TV		{		FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		GARY COLEMAN SHOW (SD)	
	AVERAGE AUDIENCE (Households (000) & %)		{		2,180 2.6		3,600 4.3		4,780 5.7		6,120 7.3		6,030 7.2		4,690 5.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		{		20 2.3		25 3.0		28 4.0		33 5.3		30 7.3		22 5.4	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		4,020 4.8		5,610 6.7		7,120 8.5		7,290 8.7		6,960 8.3		7,540 9.0	
	ABC TV		{		BEST OF SCOOBY DOO (SD)		RASCALS/RICHIE RICH		MONCHHICHS		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
	AVERAGE AUDIENCE (Households (000) & %)		{		3,270 3.9		4,690 5.6		6,290 7.5		6,200 7.4		6,120 7.3		6,450 7.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		{		28 3.5		31 5.0		34 7.3		31 7.4		28 7.3		29 7.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		2,010 2.4		2,180 2.6		3,600 4.3		4,020 4.8		4,690 5.6		5,870 7.0	
	CBS TV		{		CAPTAIN KANGAROO SAT		POPEYE/OLIVE COMEDY SHOW (SD)		PANDAMONIUM (SD)		MEATBALL & SPAGHETTI (SD)		BUGS BUNNY/ROAD RUNNER 1 (SD)		BUGS BUNNY/ROAD RUNNER 2	
	AVERAGE AUDIENCE (Households (000) & %)		{		1,090 1.3		1,760 2.1		2,430 2.9		3,020 3.6		3,600 4.1		4,780 5.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		{		17 .7		15 1.2		19 1.9		17 3.2		18 3.8		20 5.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		3,270 3.9		4,360 5.2		5,450 6.5		5,870 7.0		6,120 7.4		4,540 5.4	
	NBC TV		{		FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		GARY COLEMAN SHOW (SD)	
	AVERAGE AUDIENCE (Households (000) & %)		{		2,430 2.9		3,600 4.3		4,440 5.3		5,110 6.1		5,200 6.2		3,770 4.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		{		21 2.6		24 3.3		24 3.9		26 4.9		26 5.9		17 4.6	

TV HOUSEHOLDS USING TV WK 1	5.8	7.5	9.2	11.1	13.3	15.0	17.1	18.6	20.3	21.3	23.0	23.5	23.9	25.0	24.9	25.2
(See Def. 1) WK 2	5.6	7.8	9.3	12.1	14.2	16.4	17.9	20.2	21.9	23.7	23.8	24.7	26.1	26.6	26.2	26.3

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

DAY SAT. SEPT. 10, 1983

NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT 3, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	5,700 6.8	5,780 6.9	4,860 5.8	6,540 7.8													
	ABC TV		WORK/LAVERNE/FONZ HOUR-1	WORK/LAVERNE/FONZ HOUR-2 (SD)	ABC WEEKEND SPECIALS	AMERICAN BANDSTAND													
	AVERAGE AUDIENCE (Households (000) & %)	{	4,780 5.7	4,860 5.8	4,110 4.9	3,940 4.7	4.4*	5.0*											
	SHARE OF AUDIENCE %	{	22	22	18	17	16*	18*											
	AVG. AUD. BY ¼ HR. %	{	5.5	5.8	5.9	5.7	4.9	4.9	4.3	4.4	5.1	4.9							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	4,860 5.8	4,860 5.8	3,770 4.5	12,070 14.4													
	CBS TV		BUGS BUNNY/ROAD RUNNER 3 (SD)	BUGS BUNNY/ROAD RUNNER 4 (SD)	GILLIGAN'S PLANET (SD)	US OPEN TENNIS-SAT (12:30-6:00PM)													
	AVERAGE AUDIENCE (Households (000) & %)	{	3,940 4.7	4,020 4.8	2,930 3.5	2,850 3.4	3.2*	3.6*											
	SHARE OF AUDIENCE %	{	18	18	13	11	12*	13*											
	AVG. AUD. BY ¼ HR. %	{	4.6	4.7	4.8	3.5	3.5	3.3	3.0	3.4	3.7	3.8	3.7	3.4	3.3	3.1	2.9		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{	5,280 6.3	5,110 6.1	3,350 4.0	4,020 4.8													
	NBC TV		HULK/SPIDERMAN 1	HULK/SPIDERMAN 2 (SD)	THUNDARR	FLASH GORDON	NBC SPORTS-30 ROCK (2:00-2:17PM) (OP)												
	AVERAGE AUDIENCE (Households (000) & %)	{	4,440 5.3	4,440 5.3	2,930 3.5	3,350 4.0	4,190 5.0												
	SHARE OF AUDIENCE %	{	20	20	13	14	5.7*												
	AVG. AUD. BY ¼ HR. %	{	5.1	5.4	5.4	5.1	3.3	3.7	3.8	4.1	4.9							5.1	5.6
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{	7,790 9.3	7,460 8.9	6,370 7.6	7,290 8.7													
	ABC TV		PUPPY/SCOOBY DOO HOUR-1	PUPPY/SCOOBY DOO HOUR-2 (SD)	ABC WEEKEND SPECIALS	AMERICAN BANDSTAND													
	AVERAGE AUDIENCE (Households (000) & %)	{	6,620 7.9	6,200 7.4	5,450 6.5	4,020 4.8	4.9*	4.7*											
	SHARE OF AUDIENCE %	{	29	27	23	16	16*	15*											
	AVG. AUD. BY ¼ HR. %	{	7.8	8.0	7.8	7.1	6.4	6.7	4.7	5.1	4.6	4.7					3.0	3.8	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{	4,110 4.9	4,530 5.4	16,170 19.3														
	CBS TV		BUGS BUNNY/R. RUNNER 3(B) (SD)	BUGS BUNNY/R. RUNNER 4(B) (SD)	US OPEN TENNIS SAT 1 (2:00-4:00PM)														
	AVERAGE AUDIENCE (Households (000) & %)	{	3,270 3.9	3,690 4.4	11,110 6.4	5,0*	5.0*	8.1*											
	SHARE OF AUDIENCE %	{	14	16	20	18*	19*	20*											
	AVG. AUD. BY ¼ HR. %	{	3.7	4.0	4.1	4.7	5.2	4.8	5.2	5.9	5.9	6.3	7.4	7.6	7.6	8.1	8.1	6.2	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{	4,020 4.8	4,270 5.1	4,530 5.4	4,110 4.9													
	NBC TV		HULK/SPIDERMAN 1	HULK/SPIDERMAN 2 (SD)	THUNDARR	FLASH GORDON	NBC SPORTS-30 ROCK (2:00-2:17PM) (OP)												
	AVERAGE AUDIENCE (Households (000) & %)	{	3,350 4.0	3,690 4.4	3,350 4.0	3,350 4.0	4,110 4.9												
	SHARE OF AUDIENCE %	{	15	16	14	13	5.9*												
	AVG. AUD. BY ¼ HR. %	{	3.8	4.2	4.2	4.6	3.6	4.4	3.9	4.1	4.8							4.9	6.0
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	25.8	26.8	27.3	27.4	26.9	27.6	26.8	27.5	27.6	28.5	28.6	28.6	27.9	29.1	30.3	30.7	
		WK. 2	26.6	27.5	27.6	27.6	28.0	29.4	29.5	31.0	31.0	30.9	31.6	32.0	32.2	32.6	33.1	33.0	

U.S. TV Households: 83,800,000

(1) NBC MAJOR LEAGUE BASEBALL, CHICAGO WHITE SOX VS BOSTON/PITTSBURGH VS ATLANTA, NBC, MULTISEG TELECAST

(2) NBC MAJOR LEAGUE BASEBALL, KANSAS CITY VS MINNESOTA/ST. LOUIS VS CHICAGO CUBS, NBC, MULTISEG TELECAST

For explanation of symbols, See page A

DAY SAT. SEPT. 10, 1983

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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TOTAL AUDIENCE
(Households (000) & %)

3,440
4.1

SPORTSBEAT

11,980
14.3

ABC WIDE WORLD-SPORTS SAT

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2,510

8.6

6.1*

7.1*

6.6*

3.0

18

18*

20*

17*

9

6.1

6.1

7.1

7.0

6.8

6.4

W

TOTAL AUDIENCE
(Households (000) & %)

7,460

8.9

CBS SAT NEWS
SCHIEFFER

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

JS OPEN TENNIS SAT
(12:30-6:00PM)

6,370

7.6

19

7.5

K

1

TOTAL AUDIENCE
(Households (000) & %)

7,290

8.7

NBC NIGHTLY NEWS
SAT

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

NBC MAJOR LEAGUE BASEBALL
(KANSAS CITY VS. BOSTON
PITTSBURGH VS. ATLANTA
MULTI-SEGMENT TELECAST)

5,450

7.1

14

6.8

7.

6.2*

20*

6.0

6.2*

20*

6.2

6.2*

21*

6.7

6.7*

22*

6.6

6.9*

22*

7.1

7.5*

23*

7.7

4.3*

13*

7.5

4.3*

13*

4.3

6.0

6.3

6.2

6.2*

20*

6.2

6.2*

20*

6.2

6.2*

20*

6.2

6.2*

20*

6.2

6.2*

20*

6.2

6.2*

20*

6.2

TOTAL AUDIENCE
(Households (000) & %)

18,100
21.6

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

NCAA FOOTBALL GAME
VARIOUS TEAMS AND TIMES-
MULTI-SEGMENT TELECAST
(OP)-(OP)

6,960

8.3

(1)

(OP)

6,370

7.6

19

7.6

W

TOTAL AUDIENCE
(Households (000) & %)

12,490

14.9

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

US OPH TENNIS-SAT 2
(4:00-7:00PM)

9,890

11.8

NBC NIGHTLY NEWS-
SAT.

K

2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

NBC MAJOR LEAGUE BASEBALL
KANSAS CITY VS. MILWAUKEE
ST. LOUIS VS. CHICAGO CUBS
MULTI-SEGMENT TELECAST

8,380

10.0

24

9.5

10.4

6.0*

18*

6.1

5.5*

16*

5.4

5.7*

16*

5.6

5.7*

16*

5.8

6.0*

16*

5.8

6.9*

18*

6.2

6.0*

16*

6.2

6.9*

18*

6.2

6.0*

16*

6.2

6.9*

18*

6.2

6.0*

16*

6.2

6.9*

18*

6.2

6.0*

16*

6.2

6.9*

18*

6.2

6.0*

16*

6.2

TV HOUSEHOLDS USING TV	WK. 1	30.2	30.7	31.6	31.8	32.2	32.3	32.2	33.7	35.3	35.8	36.1	37.1	38.2	39.3	40.0	41.2
(See Def. 1)	WK. 2	32.9	33.7	34.8	35.3	35.6	36.3	37.0	38.0	38.6	38.6	38.1	38.7	41.0	41.8	42.7	43.5

U.S. TV Households: 83,800,000

(1) NCAA FOOTBALL POST, ABC, (6:46-6:59PM)

For explanation of symbols, See page A

DAY SAT. SEPT. 10, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {
(Households (000) & %)

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {
(Households (000) & %)

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

LONE RANGER/
ZORRO
(SUS)(SUS-OP)

KWICKY KOALA
SHOW
(SUS)(SUS-OP)

← CAPTAIN KANGROO-SUN
(SUS) →

← SUNDAY MORNING →

← FOR OUR TIMES
(SUS) →

5,950
7.1

3,020

3.6

19

3.1

3.3*

20 *

3.6

3.6*

19 *

3.5

3.7

3.7

3.8

3.8*

18 *

3.8

LONE RANGER/
ZORRO
(SUS)(SUS-OP)

KWICKY KOALA
SHOW
(SUS)(SUS-OP)

← CAPTAIN KANGROO-SUN
(SUS) →

← SUNDAY MORNING →

6,370
7.6

3,270

1.9

19

2.8

1.1*

18 *

3.7

4.0*

19 *

4.2

3.8

4.2

4.5

4.4*

18 *

4.2

TV HOUSEHOLDS USING TV	WK. 1	5.0	5	6.3	4	8.5	10.3	12.6	14.5	16.4	18.0	18.6	20.2	21.5	22.8	23.3	23.8
(See Def. 1)	WK. 2	4.8	5.9	7.5	9.1	10.5	12.3	14.1	15.9	18.0	19.5	20.1	22.3	24.1	26.0	26.4	26.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	5,700 6.8	← THIS WEEK-DAVID BRINKLEY →		DIRECTIONS (SUS)										
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)		{	3,440 4.1	4.0*		4.3*										
	SHARE OF AUDIENCE %		{	15	15 *		16 *										
	AVG. AUD. BY ¼ HR. %		{	3.9	4.0	4.2	4.4										
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	2,510 3.0	FACE THE NATION		7,040 19,610 8.4 23.4	CBS NFL TODAY (12:30-12:59PM) (-OP)		CBS NFL FOOTBALL GAME I VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (OP)							
	AVERAGE AUDIENCE (Households (000) & %)		{	2,010 2.4			5,530 9,220 6.6 11.0			9.5* 31 *	11.7* 35 *	11.2* 32 *	10.4* 30 *				
	SHARE OF AUDIENCE %		{	9			24 32										
	AVG. AUD. BY ¼ HR. %		{	2.2	2.5		6.1 8.2	8.8	10.2	11.3	12.2	11.5	10.9	10.0	10.7		
	TOTAL AUDIENCE (Households (000) & %)		{		2,510 3.0		3,770 12,990 4.5 15.5	(1) (-OP)		NFL FOOTBALL GAME I-NBC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (OP)							
W E E K 1	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)		{		2,100 2.5		2,600 5,450 3.1 6.5			5.1* 17 *	6.1* 18 *	6.6* 19 *	6.6* 19 *				
	SHARE OF AUDIENCE %		{		10		11 19										
	AVG. AUD. BY ¼ HR. %		{		2.5	2.4	3.2 3.2	4.4	5.8	6.2	6.0	6.4	6.7	6.5	6.7		

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	5,360 6.4		← THIS WEEK-DAVID BRINKLEY →		DIRECTIONS (SUS)								
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{	3,270 3.9		4.1*		3.7*								
	SHARE OF AUDIENCE %		{	13		14 *		13 *								
	AVG AUD BY ¼ HR. %		{	4.1		4.2		4.0		3.4						
TOTAL AUDIENCE (Households (000) & %)		{	3,600 4.3		FACE THE NATION		7,960 9.5		24,720 29.5		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (OP)					
CBS TV							CBS NFL TODAY MULTI-SEG TELECAST (-OP)									
AVERAGE AUDIENCE (Households (000) & %)		{	2,770 3.3		5,870 7.0		11,560 13.8		11.3*		13.6*		14.5*		13.5*	
SHARE OF AUDIENCE %		{	11		23		36		33 *		36 *		38 *		35 *	
AVG. AUD. BY ¼ HR. %		{	3.2		3.3		6.7		7.4		10.3		12.2		13.9	
TOTAL AUDIENCE (Households (000) & %)		{	3,020 3.6		MEET THE PRESS		5,530 6.6		15,000 17.9		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST					
NBC TV							NFL '83-NBC									
AVERAGE AUDIENCE (Households (000) & %)		{	2,260 2.7		3,850 4.6		7,040 8.4		6.8*		8.3*		8.1*		8.7*	
SHARE OF AUDIENCE %		{	10		15		22		20 *		22 *		21 *		22 *	
AVG AUD BY ¼ HR. %		{	2.8		2.6		3.9		5.3		6.5		7.0		9.2	

TV HOUSEHOLDS USING TV	WK. 1	24.8	25.6	26.1	26.4	26.5	27.7	27.9	28.4	29.9	31.7	33.0	34.5	34.0	34.6	34.5	34.8
(See Def. 1)	WK. 2	27.0	27.1	27.9	28.8	29.1	30.1	32.1	34.2	36.5	38.4	39.8	40.3	40.8	40.8	40.5	41.5

U.S. TV Households: 83,800,000
(1) NFL '83-NBC, (12:30-12:59PM)

For explanation of symbols, See page A

DAY SUN. SEPT. 11, 1983

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)

4,360
5.2

7,120
8.5
ABC WRLD NEWS
TONIGHT-SUN

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR %

2,180
2.6
7
3.1

U S AMATEUR GOLF CHAMP

2.8*
8*
2.6

2.4*
7*
2.4

2.4*
6*
2.4

5,700
6.8
17
6.6 7.0

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

12,230
14.6

CBS NFL FOOTBALL GAME 1
VARIOUS TEAMS AND TIMES
MULTI-SEGMENT TELECAST
(-OP)

US OPEN TENNIS-SUN
MULTI-SEGMENT TELECAST
(OP)(-OP)

(SD)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR %

11.8*
33*
11.5

11.7*
32*
11.5

4,530
5.4
14
4.1

4.7*
13*
4.9

5.3*
15*
5.5

5.9*
16*
5.9

5.5*
14*
5.5

5.5*
13*
5.6 5.1

TOTAL AUDIENCE
(Households (000) & %)

23,050
27.5

NFL FOOTBALL GAME 1-NBC
VARIOUS TEAMS AND TIMES
MULTI-SEGMENT TELECAST
(-OP)

NFL FOOTBALL GAME 2-NBC
NEW YORK JETS VS SAN DIEGO
SEATTLE VS KANSAS CITY
MULTI-SEGMENT TELECAST(OP)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR %

7.2*
20*
7.2

7.1*
20*
6.9

10,480
12.5
33
3.9

7.3*
20*
4.7

11.0*
31*
11.4

13.0*
36*
12.9

13.2*
36*
13.7

13.2

13.1*
33*
13.0

14.5*
35*
14.1 14.9

TOTAL AUDIENCE
(Households (000) & %)

7,880
9.4
ABC WRLD NEWS
TONIGHT-SUN

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR %

6,200
7.4
16
7.0 7.8

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

18,520
22.1

CBS NFL FOOTBALL GAME 1
VARIOUS TEAMS AND TIMES
MULTI-SEGMENT TELECAST
(-OP)

US OPEN TENNIS-SUN
MULTI-SEGMENT TELECAST

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR %

14.1*
16*
14.0

15.2*
37*
14.9

7,040
8.4
18
5.5

7.3*
18*
7.1

7.4*
17*
7.7

8.0*
18*
8.0

8.2*
19*
8.1

7.6*
16*
7.7

8.4*
17*
8.1

8.7

TOTAL AUDIENCE
(Households (000) & %)

25,390
30.3

NFL FOOTBALL GAME 1-NBC
VARIOUS TEAMS AND TIMES
MULTI-SEGMENT TELECAST
(-OP)

NFL FOOTBALL GAME 2-NBC
VARIOUS TEAMS AND TIMES
MULTI-SEGMENT TELECAST
(OP)(-OP)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR %

9.0*
23*
9.2

9.1*
24*
8.9

11,150
13.3
29
8.5

9.8*
24*
11.2

12.9*
30*
12.9

13.4*
31*
13.4

13.4*
31*
13.3

13.2

14.4*
30*
14.2

15.1*
30*
14.5 15.3 14.9

TV HOUSEHOLDS USING TV	WK. 1	35.6	36.5	36.9	36.9	37.1	36.1	35.7	36.1	36.3	37.2	37.8	38.2	39.8	41.2	43.4	43.7
(See Def. 1)	WK. 2	41.5	41.2	43.1	43.4	42.2	41.8	42.9	42.8	43.3	42.7	42.2	43.1	45.6	47.3	48.9	49.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	HOUSEHOLDS (000)			%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
ABC NFL MONDAY NIGHT FOOTBALL	2	9.00-12.20AM	+GRID 11.00 11.15 11.30 11.45 12.00 12.15								34,190 40.8	18,350 21.9	39		21.6		
														21.4*	40*	21.2	
																20.3	
														20.3*	43*	20.4	
																18.2	
														17.2*	46*	14.3	
CBS SQUARE PEGS	2	8.23- 8.53PM	+GRID 8.45								13,830 16.5	10,810 12.9	22			13.9	
CBS PRIVATE BENJAMIN	2	8.53- 9.23PM	+GRID 9.15								16,260 19.4	12,990 15.5	24			16.0	
CBS M*A*S*H	2	9.23- 9.53PM	+GRID 9.45								14,580 17.4	12,400 14.8	23			15.1	
CBS NEWHART	2	9.53-10.23PM	+GRID 10.15								14,750 17.6	12,490 14.9	24			15.8	
CBS CAGNEY & LACEY	2	10.23-11.23PM	+GRID 11.00 11.15								17,260 20.6	12,230 14.6	27			15.3	
														14.8*	29*	14.0	
NBC LITTLE HOUSE BEGINNING-SP(S)	2	8.25-10.25PM	+GRID 10.15								17,850 21.3	9,550 11.4	18				
														12.7*	20*	12.0	

NBC QUINCY, M.E. SPECIAL(S)	2	10.25-11.25PM	+GRID 11.00 11.15							13,070	15.6	9,300	11.1	20
													11.8*	23*
													11.9	
													11.7	
EVENING TUESDAY														
CBS MISS TIEH USA(S)	1	9.00-11.03PM	+GRID 11.00	22,040	26.3	13,320	15.9	26	16.4					
NBC NBC MAJOR LGE. BSBL-TUE(S)	2	8.00-11.01PM	+GRID 11.00							20,110	24.0	8,720	10.4	18
													9.3	
LIVING, WEDNESDAY														
(TV) NEWARK WITH	2	8.58- 8.59PM	8.45							5,200	6.2	5,200	6.2	11
													6.2	
LIVING, THURSDAY														
ABC ABC NFL FOOTBALL SPECIAL(S)	2	8.30-11.48PM	+GRID 11.00 11.15 11.30 11.45							28,070	33.5	12,070	14.4	26
													12.1*	24*
													11.8	
													11.2	
													10.8*	26*
													8.8	
NBC NBC NEWS DIGEST-2-M-F	2	9.58- 9.59PM	9.45							11,060	13.2	11,060	13.2	21
													13.2	
EVENING SATURDAY														
ABC ABC SPORTS UPDATE-SAT	1	8.33- 8.35PM	8.30	8,460	10.1	8,300	9.9	21	9.9					
ABC ABC NEWSBRIEF-SAT.	1	8.58- 8.59PM	8.45	9,550	11.4	9,550	11.4	24	11.4					
ABC ABC SPORTS UPDATE-SAT	2	8.58- 8.59PM	8.45							11,400	13.6	11,400	13.6	25
													13.6	
ABC NCAA FOOTBALL SPECIAL(S)	1	9.00-12.22AM	+GRID 12.15	20,110	24.0	8,460	10.1	22	7.3					
								9.2*	25*					

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2												
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS							
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%			SHARE %	%					
EVENING SATURDAY-CONT'D																								
ABC ABC NEWSBRIEF-SAT.	2	9.58- 9.59PM	9.45																					
CBS NEWSBREAK-SAT.		8.57- 8.59PM	8.45	5,700	8.8	5,450	6.5	13	6.5			13,930	16.5	13,830	16.5	29	16.5							
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	3,300	9.9	3,300	9.9	20	9.9			6,790	8.1	6,370	7.6	14	7.6							
NBC NBC NEWS DIGEST-2-SAT.	2	9.57- 9.58PM	9.45									5,960	8.3	6,960	8.3	15	8.3							
EVENING SUNDAY																								
ABC ABC SPORTS UPDATE-SUN	1	9.27- 9.28PM	8.15	8,300	9.9	8,300	9.9	20	9.9															
	2	8.55- 8.57PM	8.45									10,980	13.1	10,730	12.8	21	12.8							
ABC ABC NEWSBRIEF-SUN.	1	9.48- 9.50PM	9.45	9,050	10.8	9,880	10.6	21	10.6															
	2	9.54- 9.55PM	9.45									13,910	16.6	13,910	16.6	27	16.6							
ABC CHALLENGER-LANDING III(S)	1	3.30- 3.57AM	3.30 3.45	1,420	1.7	1,260	1.5	16	1.5 1.4															
CBS US OPN TENNIS-SUN.(S)	2	4.09- 7.29PM	*GRID 7.30									21,030	25.1	7,960	9.5	21					13.1			
CBS 60 MINUTES	2	7.32- 8.32PM	*GRID 8.30									20,360	24.3	12,230	14.6	27					13.4			
CBS ALICE	2	3.32- 9.02PM	*GRID 9.00									12,920	15.3	11,150	13.3	22					15.0			
CBS NEWSBREAK-SUN.	1	8.58- 8.59PM	8.45	9,470	11.3	9,470	11.3	22	11.3															

CBS ONE DAY AT A TIME	2	9.02- 9.32PM	-GRID 9.30								16,260	19.4	14,250	17.0	27		17.4
CBS JEFFERSONS	2	9.32-10.02PM	-GRID 10.00								17,100	20.4	14,750	17.6	28		16.7
CBS NEWSBREAK-SUN.	2	9.30- 9.31PM	9.30								13,660	16.3	13,660	16.3	26		16.3
CBS GOODNIGHT, BEANTOWN	2	10.02-10.32PM	-GRID 10.30								14,160	16.9	12,570	15.0	25		14.4
CBS UNITED WAY(SUS)	2	11.26-11.32PM	11.15														
CBS CBS NEWS SPEC.RPT- 3.36AM(SUS)	1	3.36- 3.44AM	3.30														
NBC NFL FOOTBALL GAME 2-NBC	1	4.00- 7.09PM	-GRID 7.00	23,050	27.5	10,480	12.5	33			25,390	30.3	11,150	13.3	29		14.3
	2	4.00- 7.11PM	-GRID 7.15						13.2* 32*	10.7				13.7* 27*			1.9
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	9,390	11.2	9,390	11.2	22	11.2		11,310	13.5	11,310	13.5	22		13.5
NBC NBC NEWS DIGEST-2-SUN.	1	9.53- 9.54PM	9.45	9,720	11.6	9,720	11.6	22	11.6								
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F	2	>	8.15								10,980	13.1	11,230	13.4	24	10.8	M-F
	1	>	8.45	10,220	12.2	9,890	11.8	20	10.9	M-F						14.6	MON.
			9.45						12.3	M-F						12.3	TU & W
			10.00													15.3	FRI.
ABC ABC NEWSNIGHT..INE		>	11.30	7,540	9.0	4,440	5.3	17	6.8	M-F	6,620	7.9	4,690	5.6	18	6.9	TU-F
			11.45						6.2* 17*	M-F				6.5* 18*		6.1	TUWF
			12.00						4.8	M-F						5.2	TU-F
			12.15						4.5* 16*	M-F				4.9* 17*		4.7	TU-F
			12.30						3.0	MTUWF						3.8	W & F

WEEK 1										WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
ABC ABC NEWS:NIGHTLINE-THU(B)	1	12.30-12.50AM	12.30	5,780	6.9	5,280	6.9	28	6.5	THU.	3,770	4.5	2,770	3.3	17	3.7	THU.		
	2	12.30-1.18AM	12.30																
			12.45						5.8	THU.									
			1.00																
			1.15																
ABC ABC NEWS:NIGHTLINE-TUE(B)	2	12.30-12.47AM	12.30								4,610	5.5	4,270	5.1	23	5.2	TUE.		
			12.45																
ABC ABC NEWS:NIGHTLINE-MON(B)	2	12.50-1.30AM	12.45								4,530	5.4	3,350	4.0	22	4.8	MON.		
			1.00																
			1.15																
ABC CHALLENGER-LAUNCH III(S)	1	2.00-2.46AM	2.00	3,690	4.4	2,180	2.6	18	3.0	MON.									
			2.15				2.9*	19*	2.7	MON.									
			2.30						2.3	MON.									
			2.45				2.2*	17*	1.5	MON.									
CBS NEWSBREAK-M-F			8.45	9,300	11.1	8,800	10.5	18	11.0	M-F	11,060	13.2	11,150	13.3	23	12.7	MTUTHF		
			9.15																
CBS CBS NEWS SPCL REPORT-THU(S)	1	11.30-12.00MD	11.30	8,720	10.4	6,790	8.1	21	8.8	THU.									
			11.45						7.4	THU.									
CBS LATE MOVIE I	1		11.30	5,030	6.0	3,180	3.8	17	6.1	M-F	1								
			11.45				6.2*	18*	6.4	MON.									

			12.00						4.1	MTUWF									
			12.15					4.1*	15*	4.2	MTUWF								
			12.30						3.9	M-F									
			12.45					3.7*	18*	3.5	M-F								
			1.00						3.4	TU-F									
			1.15					3.1*	19*	2.8	TU-F								
			1.30					2.3*	19*	2.3	THU.								
	1	VARIOUS TIMES	(SUS)																
CBS US OPEN HIGHLIGHTS TNS-FR(S)	1	11.30-12.00MD	11.30	5,280	6.3	4,190	5.0	13	5.5	FRI.									
			11.45						4.5	FRI.									
CBS US OPEN HIGHLIGHTS TNS-TU(S)	1	11.33-12.04AM	11.30	4,610	5.5	3,440	4.1	13	4.9	TUE.									
			11.45						3.6	TUE.									
			12.00						3.7	TUE.									
CBS US OPEN HIGHLIGHTS TNS-WED(S)	1	11.30-12.00MD	11.30	5,160	6.4	4,110	4.9	15	5.5	WED.									
			11.45						4.4	WED.									
CBS US OPN HILITES-TEN-FRI(S)	2	11.30-12.00MD	11.30									5,200	6.2	3,940	4.7	12	5.4	FRI.	
			11.45														4.0	FRI.	
CBS US OPN HILITES-TEN-THU(S)	2	11.30-12.00MD	11.30									6,200	7.4	5,110	6.1	18	6.4	THU.	
			11.45														5.7	THU.	
CBS US OPN HILITES-TEN-TUE(S)	2	11.30-12.00MD	11.30									5,610	6.7	4,440	5.3	15	6.0	TUE.	
			11.45														4.6	TUE.	
CBS US OPN HILITES-TEN-WED(S)	2	11.30-12.04AM	11.30									5,450	6.5	4,020	4.8	15	5.3	WED.	
			11.45														4.5	WED.	
			12.00														4.3	WED.	
CBS US OPN HILITES-TEN-MON(S)	2	11.53-12.23AM	11.45									4,530	5.4	3,440	4.1	12	5.3	MON.	
			12.00														4.0	MON.	

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OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																	
CBS US OPN HLITES-TEN-MON(S)-CONT'D																	
CBS LATE MOVIE I	2	>	12.15												3.2	MON.	
			12.00								4,860	5.8	3,100	3.7	17	4.0	M-F
			12.15												3.8*	13*	M-F
			12.30												3.8	M-F	
			12.45												3.7*	17*	M-F
			1.00												3.7	M-F	
			1.15												3.6	M-F	
			1.30												3.5*	21*	M-F
	2	VARIOUS TIMES (SUS)													2.5	MON.	
CBS US OPEN HIGHLIGHTS TNS-TH(S)	1	12.00-12.30AM	12.00	3,690	4.4	3,020	3.6	12	4.1	THU.							
			12.15						3.1	THU.							
CBS LATE MOVIE II	1	>	12.30	3,180	3.8	2,600	3.1	24	4.8	M-F							
			12.45				4.5*	24*	4.5	MON.							
	2	>	1.00						4.1	MTUWF	3,100	3.7	2,510	3.0	23	3.7	M-F
			1.15				4.0*	27*	3.6	MTUWF				3.5*	22*	3.5	TU-F
			1.30						3.4	M-F						3.1	M-F
			1.45				2.9*	24*	2.6	M-F				2.9*	23*	2.8	M-F
			2.00						2.2	TUTHF						2.2	M & W
			2.15				1.7*	19*	1.5	TUTHF				2.4*	25*	2.3	M & W
		VARIOUS TIMES (SUS)															
CBS CBS NEWS NIGHTWATCH-1		>	2.00	1,090	1.3	1,010	1.2	13	1.3	M-WSU	1,010	1.2	840	1.0	12	1.1	M-THSU
			2.15						1.1	M-WSU						1.0	M-THSU
			2.30													1.2	WED.
CBS CBS NEWS NIGHTWATCH 2		2.30- 6.00AM	*GRID	2,010	2.4	840	1.0	20		M-THSU	2,260	2.7	920	1.1	23		M-THSU
			2.30						1.0	M-THSU						1.2	M-THSU
			2.45				1.1*	15*	1.1	M-THSU						1.1	M-THSU
			3.00						1.2	M-THSU						1.2*	18*
			3.15				1.1*	19*	1.1	M-THSU						1.1	M-THSU
			3.30						1.1	M-THSU						1.1*	21*
			3.45				1.1*	22*	1.0	M-THSU						1.1	M-THSU
			4.00						1.0	M-THSU						1.1*	24*
			4.15				1.0*	23*	1.0	M-THSU						1.2	M-THSU
			4.30						.9	M-THSU						1.1*	26*
			4.45				.9*	23*	.9	M-THSU						1.2	M-THSU
			5.30						.7	M-THSU						1.1*	28*
			5.45				.7*	18*	.7	M-THSU						1.1	M-THSU
CBS CBS NEWS SPECIAL RPT(SUS)	1	2.30	2.48AM							MON.							
NBC NBC NEWS DIGEST-M-F			8.45	8,880	10.6	8,880	10.6	18	11.8	M-F	7,880	9.4	7,880	9.4	16	11.6	MWTHF
			9.00						8.7	TH&F						4.5	FRI.
			9.30													9.8	MON.
NBC NBC NEWS DIGEST-2-M-F	1	.	9.45	9,640	11.5	9,640	11.5	20	11.5	TU & F							
NBC NBC NEWS SPECIAL RPT-FRI(SUS)	1	11.30-11.50PM	11.30							FRI.							
NBC NBC NEWS SPECIAL RPT-THU(SUS)	1	11.30-11.50PM	11.30							THU.							
NBC TONIGHT SHOW		>	11.30	9,050	10.8	5,450	6.5	22	7.9	M-F	8,300	9.9	4,940	5.9	19	7.6	M-F
			11.45				7.5*	22*	7.2	M-F				7.2*	20*	6.5	M-F
			12.00						6.5	M-F						5.8	M-F
CONT'D																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

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NATIONAL TV AUDIENCE ESTIMATES										WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR	TELE- CAST DAYS								
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %							
EVENING MONDAY-FRIDAY-CONT'D																									
NBC TONIGHT SHOW-CONT'D				12.15				6.0*	21*	5.5	M-F					5.4*	19*	4.9	M-F						
				12.30						5.6	TH&F							4.3	M & TU						
				12.45				5.4*	22*	4.7	TH&F					3.3*	15*	2.8	M & TU						
NBC DAVID LETTERMAN I				12.30	3,180	3.8		2,600	3.1	17	3.3	M-TH	2,260	2.7	1,840	2.2	12	2.7	M-TH						
				12.45						2.9	M-TH							2.1	M-TH						
				1.00						3.1	THU.							1.6	M & TU						
				1.15						3.0	THU.							1.4	M & TU						
NBC FRIDAY NIGHT VIDEOS				2 12.30- 2.00AM	12.30													3.9	FRI.						
				1 12.50- 2.20AM	12.45	6,120	7.3	3,520	4.2	24	5.0	FRI.	5,360	6.4	2,770	3.3	16	3.4	FRI.						
										4.6	FRI.							3.6*	14*						
										4.2	FRI.							3.6	FRI.						
										4.2	FRI.							3.4*	16*						
										4.2	FRI.							2.9	FRI.						
										4.1	FRI.							2.7*	16*						
										3.7	FRI.							2.5	FRI.						
										3.3	FRI.														
NBC DAVID LETTERMAN II				1.00	2,510	3.0		2,010	2.4	17	2.5	M-TH	1,680	2.0	1,420	1.7	12	2.0	M-TH						
				1.15						2.3	M-TH							1.8	M-TH						
				1.30						2.8	THU.							1.3	M & TU						
				1.45						2.6	THU.							1.0	M & TU						
NBC NBC NEWS OVERNIGHT-M-F				1.30	2,010	2.4		1,340	1.6	16	1.5	M-F	1,420	1.7	1,090	1.3	13	1.5	M-F						

			1.45			1.6*	15*		1.7	M-TH				1.5*	13*	1.3	M-TH
			2.00						1.6	M-F						1.3	M-F
			2.15			1.6*	17*		1.6	M-F				1.3*	13*	1.3	M-F
			2.30						1.6	MTHF				1.0*	12*	1.0	M & F
			2.45			1.6*	17*		1.6	MTHF							
			3.00			1.8*	23*		1.8	FRI.							
		VARIOUS TIMES	(SUS)														
DAY MONDAY FRIDAY																	
ABC ABC WORLD NEWS MORN 600A(SUS)		6.00- 6.15AM	6.00							M-F							M-F
ABC ABC WORLD NEWS MORN 615A(SUS)		6.15- 6.30AM	6.15							M-F							M-F
ABC ABC WORLD NEWS MORN 645A		6.45- 7.00AM	6.45	1,260	1.5	1,170	1.4	13	1.4	M-F	1,170	1.4	1,090	1.3	13	1.3	M-F
ABC GOOD MORN AMERICA 700A(M-F)	2	7.00- 7.30AM	7.00														M-F
ABC GOOD MORN AMERICA 700A(B)(SUS)	2	7.00- 7.30AM	7.00														MON.
ABC GOOD MORN AMERICA 800A(B)(SUS)	2	7.00- 7.30AM	7.00														MON.
ABC GOOD MORN, AMER-730(B)	2	7.30- 8.00AM	7.30								2,510	3.0	2,100	2.5	18	2.2	MON.
			7.45													2.8	MON.
ABC GOOD MORN,AMER-MON-830(B)	2	8.10- 9.00AM	8.30								3,770	4.5	3,020	3.6	15	3.4	MON.
			8.45													3.8	MON.
ABC ABC SPECIAL REPORT-10.45A(SUS)	1	10.45-11.13AM	10.45							THU.							
ABC LOVING-MON(B)	2	11.30-12.00NN	11.30								4,190	5.0	3,690	4.4	19	4.5	MON.
			11.45													4.4	MON.
ABC ABC SPECIAL REPORT-12.22P(SUS)	2	12.22-12.33PM	12.15														TUE.
ABC ABC SPECIAL REPORT-12.35A(SUS)	1	12.35-12.52PM	12.30							FRI.							
ABC RYAN'S HOPE-MON(B)	2	12.30- 1.00PM	12.30								5,870	7.0	4,610	5.5	16	5.3	MON.
CONT'D																	

OTHER PROGRAMS

DAY	WK	TIME	QUARTER	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE-CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE-CAST DAYS	
				HOUSEHOLDS		HOUSEHOLDS	SHARE					HOUSEHOLDS		HOUSEHOLDS	SHARE				
NETWORK/PROGRAM	#	(N.Y.T.)	HR	(000)	%	(000)	%	%	%			(000)	%	(000)	%	%	%		
DAY MONDAY-FRIDAY-CONT'D																			
ABC RYAN'S HOPE-MON(B)-CONT'D			12.45														5.6	MON.	
ABC ALL MY CHILDREN-MON(B)	2	1.00- 2.00PM	1.00									8,880	10.6	6,370	7.6	21	7.1	MON.	
			1.15												7.4*	21*	7.7	MON.	
			1.30													7.7	MON.		
			1.45												7.9*	21*	7.7	MON.	
ABC ABC DAY NEWSBRIEF-MON(B)	2	1.57- 1.59PM	1.45									6,700	8.0	6,290	7.5	20	8.0	MON.	
ABC ABC DAYTIME NEWSBRIEF-M-F	1	>	1.45	7,040	8.4	6,790	8.1	26	8.1	M-F							7.5	MON.	
	2	1.57- 1.59PM	1.45									6,290	7.5	6,120	7.3	25	7.3	TU-F	
ABC ONE LIFE TO LIVE-MON(B)	2	2.00- 3.00PM	2.00									7,790	9.3	6,030	7.2	20	7.2	MON.	
			2.15												7.3*	20*	7.4	MON.	
			2.30														7.1	MON.	
			2.45												7.2*	20*	7.3	MON.	
ABC GENERAL HOSPITAL-MON(B)	2	3.00- 4.00PM	3.00									9,050	10.8	6,620	7.9	22	8.1	MON.	
			3.15												8.1*	23*	8.0	MON.	
			3.30														8.0	MON.	
			3.45												7.8*	21*	7.6	MON.	
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,590	1.9	1,170	1.4	19	1.1	M-F		1,590	1.9	1,260	1.5	20	1.4	TU-F	
			6.45						1.6	M-F							1.6	TU-F	
CBS CBS ERLY MORN.NEWS-MON(B)	2	6.30- 7.00AM	6.30									500	.6	420	.5	9	.5	MON.	

[illegible]

				WEEK 1					WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY	TELE- CAST	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY	TELE- CAST	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	% HR	DAYS	HOUSEHOLDS (000)	%	SHARE %	% HR	DAYS			
DAY MONDAY-FRIDAY-CONT'D			12.30								12,820	15.3	3,770	4.5	12	4.3	MON.	
CBS US OPN TENNIS-MON.(S)	2	12.30- 6.00PM	12.45												3.9*	11*	3.4	MON.
			1.00														3.6	MON.
			1.15															MON.
			1.30															MON.
			1.45															MON.
			2.00															MON.
			2.15															MON.
			2.30															MON.
			2.45															MON.
			3.00															MON.
			3.15															MON.
			3.30															MON.
			3.45															MON.
			4.00															MON.
			4.15															MON.
			4.30															MON.
			4.45															MON.
			5.00															MON.
			5.15															MON.
			5.30															MON.
			5.45															MON.

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					TELE- CAST DAYS	WEEK 2					TELE- CAST DAYS		
				TOTAL AUDIENCE		AVERAGE AUDIENCE				AVG. AUD. BY % HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	HOUSEHOLDS (000)			%	HOUSEHOLDS (000)	SHARE %				
DAY MONDAY-FRIDAY-CONT'D																	
NBC TODAY SHOW-8.30AM(B)	2	8.30- 9.00AM	8.30 8.45							3,520	4.2	3,020	3.6	15	3.5 3.7	MON. MON.	
NBC SPECIAL REPORT-NBC(SUS)	1	10.45-11.00AM	10.45						THU.								
NBC DREAM HOUSE(B)	2	11.30-12.00NN	11.30 11.45							5,450	6.5	4,610	5.5	16	5.4 5.5	MON. MON.	
NBC NBC SPECIAL REPORT(SUS)	1	12.30- 1.00PM	12.30						FRI.								
	2	3.00- 3.10PM	3.00													TUE.	
DAY SATURDAY																	
ABC MENU DO-8.25AM	2	8.25- 8.29AM	8.15							4,270	5.1	3,600	4.3	29	4.3		
ABC SCHOOLHOUSE ROCK-8.25AM	1	8.25- 8.29AM	8.15	2,600	3.1	2,180	2.6	19	2.6								
ABC MENU DO-10.25AM	2	10.25-10.29AM	10.15							6,700	8.0	5,610	6.7	25	6.7		
ABC SCHOOLHOUSE ROCK-10.55AM	1	10.55-10.59AM	10.45	6,030	7.2	5,110	6.1	24	6.1								
ABC SCHOOLHOUSE ROCK-11.55AM	1	11.55-11.59AM	11.45	5,280	6.3	4,780	5.7	21	5.7								
ABC SCHOOLHOUSE ROCK-11.55AM	2	11.55-11.59AM	11.45							6,370	7.6	5,610	6.7	25	6.7		
ABC NCAA FOOTBALL GAME	2	3.13- 6.43PM	-GRID 6.45							18,100	21.6	7,370	8.8	24	6.3		
ABC NCAA FOOTBALL PRE	2	3.00- 3.13PM	-GRID							5,780	6.9	5,450	6.5	20			
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,100	2.5	1,840	2.2	16	2.2	2,430	2.9	2,010	2.4	16	2.4		
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,850	3.4	2,680	3.2	18	3.2	3,020	3.6	2,680	3.2	17	3.2		
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	2,260	2.7	2,010	2.4	12	2.4	2,930	3.5	2,770	3.3	15	3.3		
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,270	3.9	3,020	3.6	16	3.6	4,360	5.2	4,190	5.0	21	5.0		
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,360	5.2	3,690	4.4	17	4.4	4,190	5.0	3,770	4.5	18	4.5		
CBS IN THE NEWS-11.26AM	1	11.26-11.29AM	11.15	3,850	4.6	3,690	4.4	16	4.4								
CBS IN THE NEWS-11.26AM(B)	2	11.26-11.29AM	11.15							3,440	4.1	3,350	4.0	15	4.0		
CBS IN THE NEWS-11.56AM	1	11.56-11.59AM	11.45	4,020	4.8	3,520	4.2	16	4.2								
CBS IN THE NEWS-11.56AM(B)	2	11.56-11.59AM	11.45							4,440	5.3	4,190	5.0	18	5.0		
CBS IN THE NEWS-12.26PM	1	12.26-12.29PM	12.15	2,930	3.5	2,680	3.2	12	3.2								
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	3,020	3.6	2,770	3.3	24	3.3	2,770	3.3	2,680	3.2	21	3.2		
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	4,020	4.8	3,850	4.6	25	4.6	3,940	4.7	3,770	4.5	24	4.5		
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	5,360	6.4	5,110	6.1	24	6.1	5,450	6.5	5,110	6.1	23	6.1		
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	4,780	5.7	4,610	5.5	22	5.5	3,600	4.3	3,270	3.9	15	3.9		
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	4,270	5.1	4,110	4.9	18	4.9	4,190	5.0	3,850	4.6	17	4.6		
NBC NBC SPORTS-30 ROCK		2.00- 2.17PM	-GRID 2.15	4,610	5.5	4,190	5.0	18	5.2	4,530	5.4	4,110	4.9	15	5.2		
DAY SUNDAY																	
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15														
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45														
CBS CBS NFL TODAY	1	12.30-12.59PM	-GRID 12.45	7,040	8.4	5,530	6.6	24	7.0								

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SUNDAY-CONT'D																	
CBS CBS NFL FOOTBALL GAME 1	1	12.59- 4.20PM	+GRID	19,610	23.4	9,220	11.0	32			24,720	29.5	11,560	13.8	36		
	2	1.00- 4.12PM	+GRID						10.5							14.5	
			4.00						4.5							3.8	
			4.15						<<								
			4.30						5.4								
CBS CBS NFL FOOTBALL-POST	1	6.52- 7.00PM	6.45	6,540	7.8	4,530	5.4	13									
NBC NFL '83-NBC	1	12.30-12.59PM	+GRID	3,770	4.5	2,600	3.1	11									
			12.45						3.1								
NBC NFL FOOTBALL GAME 1-NBC	1	12.59- 4.15PM	+GRID	12,990	15.5	5,450	6.5	19			15,000	17.9	7,040	8.4	22	<<	
	2	1.00- 3.56PM	+GRID						7.4							<<	
			4.00						4.7							<<	
			4.15														
			4.30														
NBC NFL FOOTBALL POST-NBC	2	3.51- 4.00PM	3.45								6,290	7.5	4,610	5.5	13	5.5	

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).